



## Brand Management Best Practices

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This list of best practices will help you analyse the strengths and weaknesses of your brand and how you are managing it.

Note the comment accompanying each question. It will help you understand why the point is important and suggest any remedial steps that are required.



BRAND MANAGEMENT BEST PRACTICE	WE DO THIS? Y/N	COMMENT
The brand clearly represent the company's activities and focus		A brand that is ambiguous lacks the strength of one that communicates specific dimensions of the business – what it does and where it's going.
The brand has a unique personality		Your company is unique and your brand should be too. Define its desired personality and work to make it perceived that way by others.
The brand is well established in its market		Think of yourself versus the competition and also how you're seen by others in the same industry.
There is a written policy about use of our brand		A written policy manual that clearly defines how your brand is to be represented and how it's used is essential to maintain consistency of image and reputation.
We make the brand an important factor in our marketing		Businesses should leverage their brands and integrate them into every element of their marketing. Failure to this means the brand will never grow in value.
We work actively to build the brand		Brand building is about having a plan to make the brand more important and implementing it internally and externally.
The brand is used on everything suitable in the company		Use the brand on every item of stationery, naturally. It can also go on equipment, uniforms, and vehicles – wherever there's an opportunity to display it.
The brand is seen as a valuable asset		A brand is always an asset. If it's not perceived by the company as having value it's time to start building the brand through better management.
The brand is actively managed		Is there a 'brand champion' in the business? Is use of the brand monitored for consistency and compliance with guidelines?
New team members are taught the importance of the brand		All employees should feel a personal association with the company's brand. This begins the moment they join the business.
The brand is featured prominently on our website		Good branding is essential for any company website. If your brand isn't featured prominently or isn't featured at all you should take steps immediately to correct this.
The brand serves as 'umbrella' for our company's products		Your brand should precede all product names – Kellogg's Corn Flakes, Toyota Corolla. Each name supports the other if used correctly.
Our company uses its brand in all advertising and other promotional activities		A brand should be used in every advertisement or other promotional activity.
We work to make people 'out there' aware of our brand		If your brand is working for you it should be recognised by others in your industry. It should be





		recognised by your suppliers and customers.
We work to get the brand seen as 'positive' by those who recognise it		Good branding means that it will have positive connotations. If a brand is seen in a negative light you need to consider what steps should be taken to improve it.