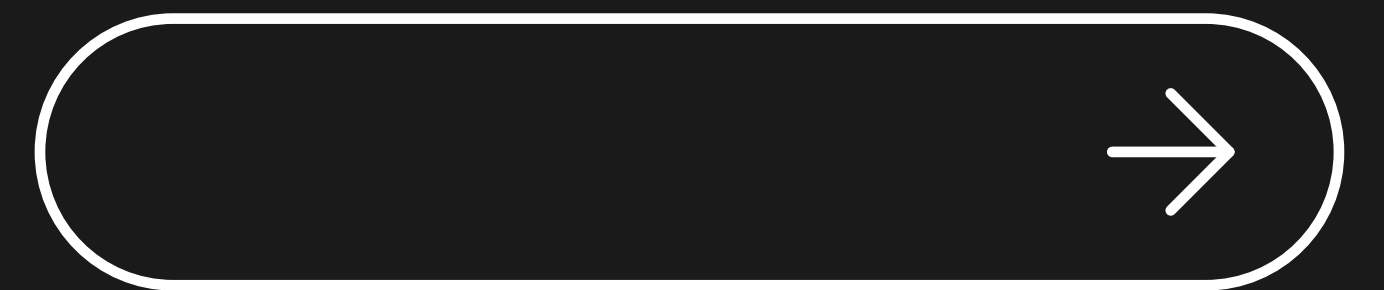


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Brand Audit.



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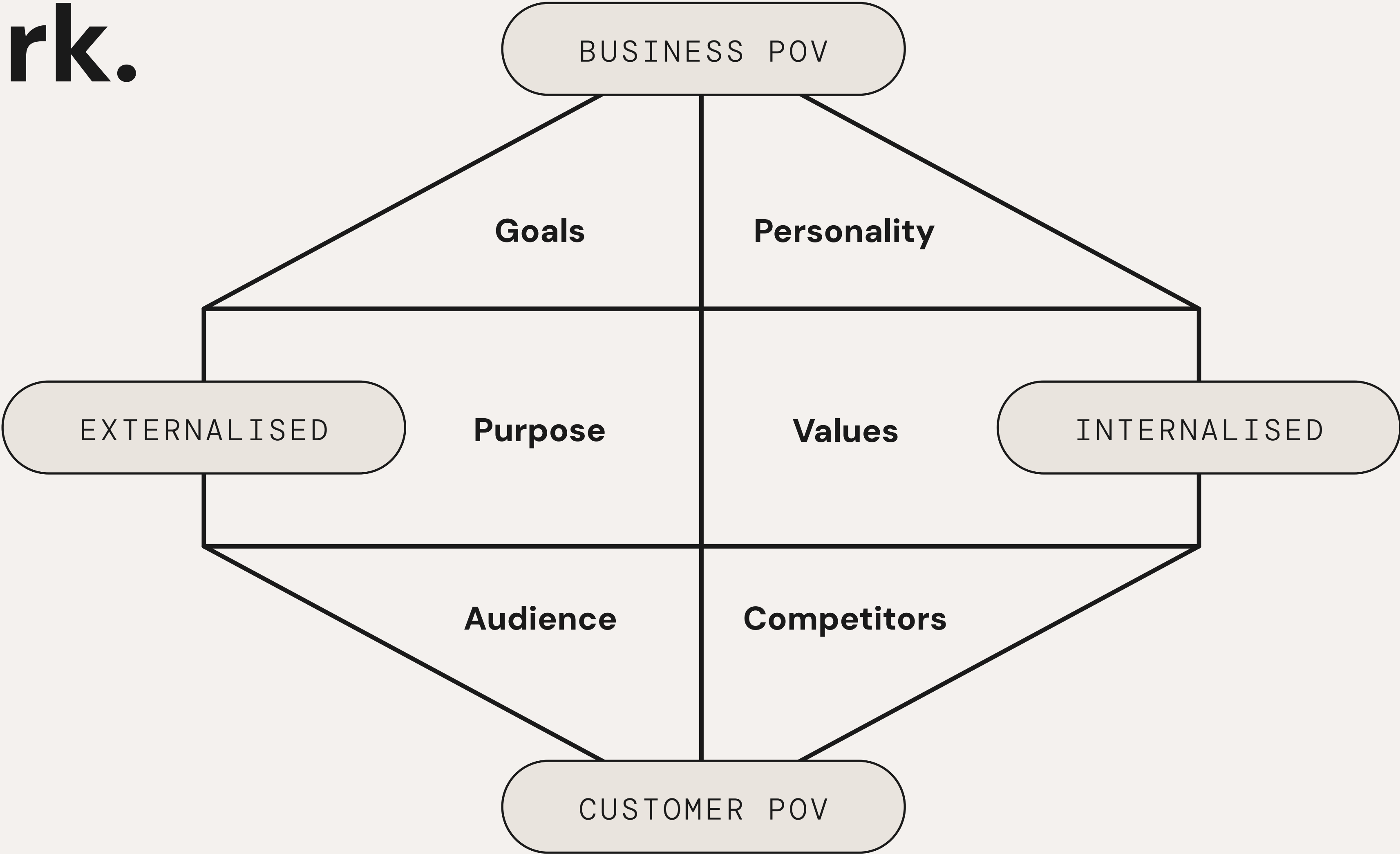
Framework.

Welcome to your brand audit! This is where we'll determine the **strategy** behind your brand.

This strategy framework explores your brand through **4 dimensions** to cover all bases.

The externalised/internalised axis shows the **deeper meaning** of your brand.

The business/customer POV axis then navigates the subtleties of how your brand is **perceived**.





Goals.

Setting clear, actionable goals shows where the business is heading, what you aspire to be and the long-term impact you want to make.

Activity:
We'll figure out the 3 main goals for your brand, and the action to get us there.

Questions:
What would be on your business vision board?
Where would you love to see your business in 5 years time?

	GOAL	ACTION
01	Your goal here	Your action here
02	Your goal here	Your action here
03	Your goal here	Your action here



Purpose.

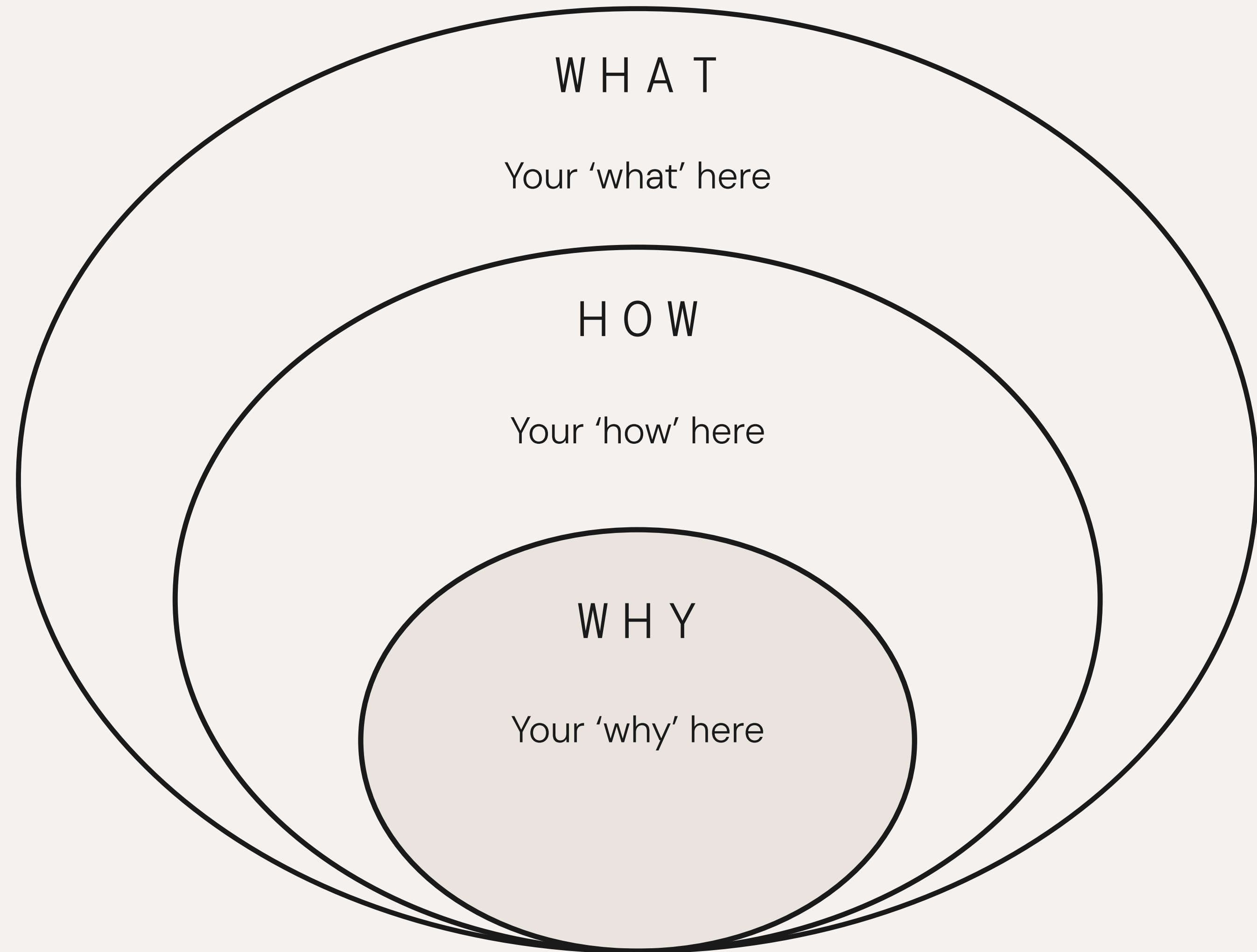
Your brand purpose is the driving force and 'why' behind your business, beyond making money.

Activity:

This is the Golden Circle by Simon Sinek, which helps to dig deep past the 'What' and 'How' of your business to figure out your core purpose.

Questions:

What is the story behind your business – why did you start it?





Values.

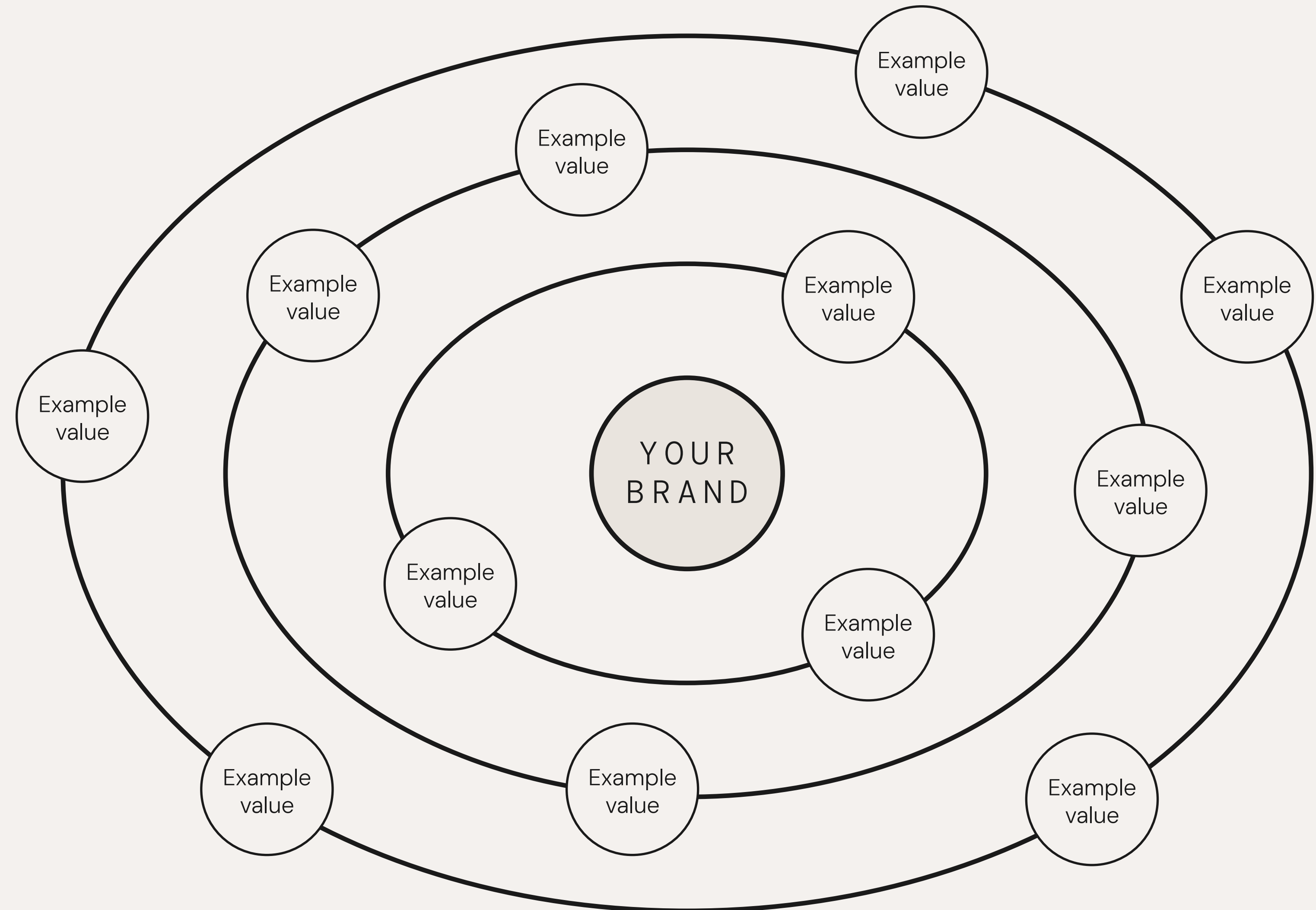
Your values are the centre of your brand galaxy: the guiding light that every other element of your brand revolves around.

Activity:

I've suggested lots of values: let's rank them in order of importance and see if we can whittle down our top 4 or 5.

Questions:

What values do you want your business to stand for?
How do you apply these values to your work?





Audience.

Identifying your target audience allows your business to reach people on a more personal level and deliver the right messages.

Activity:
We'll create an audience persona (or two) to represent your ideal client.

Questions:
How can you help your ideal client?
Why should they choose your brand?

NAME 1		NAME 2	
Age:	Age here	Age:	Age here
Location:	Location here	Location:	Location here
Income:	Income here	Income:	Income here
Gender:	Gender here	Gender:	Gender here
Occupation:	Occupation here	Occupation:	Occupation here
Education:	Education here	Education:	Education here
Personality:	Personality here	Personality:	Personality here
Frustrations: Frustrations here		Frustrations: Frustrations here	
Solutions: Solutions here		Solutions: Solutions here	



Competitors.

Looking at competitors can help you learn the ins and outs of your industry and stand out against the noise.

Activity:
Similar to a SWOT analysis, we'll deep dive into competitor strengths, weaknesses, trends and opportunities for you to stand out.

Questions:
What makes your brand/business different?
How can you visually stand out from industry trends?

	STRENGTHS	WEAKNESSES	OPPORTUNITIES	TRENDS
Competitor here	Strengths here	Weaknesses here	Opportunities here	Trends here
Competitor here	Strengths here	Weaknesses here	Opportunities here	Trends here
Competitor here	Strengths here	Weaknesses here	Opportunities here	Trends here



Personality.

The human characteristics and traits of your brand that your audience can relate to.

Activity:

Let's go through these sliders to create the perfect personality for your brand!

Questions:

If your brand were a person, what would they be like?
What other words would you use to describe your brand?

FEMININE	<input type="range"/>	MASCULINE
FRIENDLY	<input type="range"/>	PROFESSIONAL
EASY GOING	<input type="range"/>	SERIOUS
SASSY	<input type="range"/>	RESPECTFUL
MATURE	<input type="range"/>	YOUNG
UNCONVENTIONAL	<input type="range"/>	MAINSTREAM
BRIGHT/BUBBLY	<input type="range"/>	SUBTLE/NATURAL



Next Steps.

Please take some time to read through this workbook, thinking about how everything aligns with your vision for the brand. This strategy stage will feed into the entire project and reflect your final brand visuals, so it's important we get it right!

You've still got plenty of time to prep for our brand audit call, so feel free to take notes of any ideas, questions or observations. We'll then go through everything in this workbook together!

If you've not yet booked your brand audit call, please do so here:

calendly.com/adovedesign/audit

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Thank
you!

