## I. ASSIGNMENT RECAP

Conducting brand audits include analysing and comparing the positioning, identity, tone of voice, content framework, and communication strategy for two brands across their website, social media, and other digital channels.

**Structure:**

1. Brand Identity consistency
2. Brand Tone of Voice consistency
3. Brand Content Framework
4. Core Brand Positioning
5. Recommendations

## II. KEYWORDS EXPLANATION

**Brand Identity:** The visuals, logo, name, symbol and other design elements that identify and represent a brand. Creates brand recognition.

**Tone of Voice:** The style and language used by a brand in communications and content. Reflects brand personality.

**Communication Strategy:** The plan for communicating brand messages and value across channels to connect with target audiences.

**Content Framework**

- **Immersive content** engages the audience, often through interactive experiences, storytelling creating a deep and memorable connection with the brand.
- **Magnetic content**  is captivating and alluring, drawing the audience in with its appeal, whether through emotional storytelling, aspirational lifestyle content, or other methods, generating interest and engagement.
- **Practical content** provides useful information, tips, or solutions to address the audience's specific needs or challenges, delivering tangible value and often positioning the brand as a helpful resource.
- **Smart content** showcases the brand's knowledge, expertise, and innovation, offering insights, thought leadership, or forward-thinking ideas to educate and engage the audience and position the brand as an industry authority.

**Brand Key Model**

- **Brand Attributes:** What personality traits define the brand's style and tone? (e.g. fun, reliable, innovative)
- **Brand Benefits:** What functional benefits does the brand promise to deliver? (e.g. saves time, provides comfort, creates connections)
- **Brand Values:** What values does the brand promote through its messaging and actions? (e.g. sustainability, community, authenticity)
- **Brand Culture:** What organisational culture does the brand represent? (e.g. disruptive, supportive, service-oriented)
- **Brand Personality:** What human personality does the brand emulate? (e.g. adventurous explorer, helpful coach, stylish friend)
- **Brand User:** What target user does the brand aim to connect with? (e.g. busy moms, fitness enthusiasts, aspiring artists)

## III. SOURCE
- https://www.edrawmind.com/article/coca-cola-segmentation-targeting-and-positioning.html
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