



SILIGONG VALLEY

#brandaudit

Australia's Silicon Valley

History

- Brand Victoria
- G21 – Geelong Region Alliance
- SME
- Advantage Wollongong

No marketer is perfect.



SILIGONG VALLEY

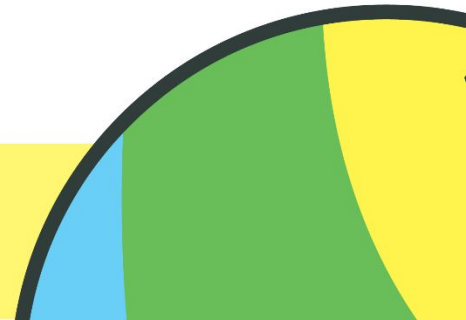
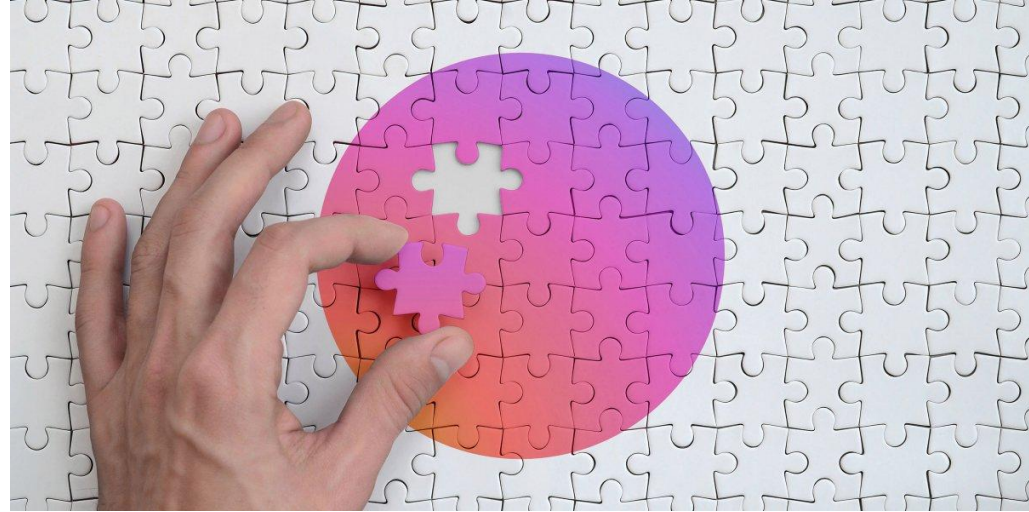
Why?

- There's something in your teeth
- Test entrenched opinions
- Encourage evidence-based decisions
- Be customer-obsessed



Key components

1. **Look inward**
2. **Look outward**
3. **Learn from your target audience**
4. **Put together your recommendations**



How often and by who?

Regularity

- 3-5 years
- Annually

Who should do it?

- DIY
- Outsource



Questions?

SILIGONG.COM

