



MAGSMEN[®]
BRAND CONSULTANTS

CLEAR VISION
CALM **APPROACH**
BOLD MOVES

1. Consumer Analysis

a. Target Market & Segmentation

This section identifies who the brand's customers are by breaking them down into segments based on:

- I. Demographics: Age, gender, income level, education, etc.
- II. Psychographics: Lifestyle, values, interests, and behaviors.
- III. Geographic Segmentation: Locations where the target audience resides.

2. Brand Clarity

a. Definition of brand vision and mission

Clarification of what the brand stands for and its aspirations:

- I. Brand Vision: Long-term goals and desired impact on society.
- II. Mission Statement: Day-to-day objectives that guide operations.

b. Consistency in brand messaging

- I. Message Alignment: Ensuring all communications reflect core values and mission.
- II. Tone and Voice: Consistency in language style used in marketing materials

c. A clear understanding of brand values

- I. Internal Communication: How values are communicated within the organization.
- II. Customer Perception: How consumers perceive these values based on their experiences.

3. Brand Positioning

a. Differentiation from competitors

Analysis of how the brand sets itself apart in a crowded market:

- I. Unique Attributes: Features or services that competitors do not offer.
- II. Market Niche: Specific segment of the market targeted by the brand.
- b. Unique Selling Proposition (USP)
 - I. Key Benefits: Customers gain primary advantages from choosing this brand over others.
- c. Market relevance
 - I. Trends Alignment: How well products/services align with consumer trends.

4. Brand Identity

- a. Visual identity (logo, color scheme, typography, tagline, symbol, elements)
 - I. Examination of visual elements that represent the brand:
 - II. Logo Design: Effectiveness and recognizability of the logo.
 - III. Color Scheme & Typography: Consistency and appropriateness for target audience.
 - IV. Tagline/Symbols/Elements: Memorable phrases or images associated with the brand.
- b. Consistency across all brand materials
 - I. Brand Guidelines Adherence: Ensuring all materials follow established branding rules.
- c. Reflection of brand personality and values
 - I. Emotional Resonance: How visuals connect with consumer emotions.

5. Marketing Mix

a. Product

- I. Features & Benefits
- II. Key characteristics that provide value to customers.

b. Price

- I. Pricing Models
- II. Analysis of pricing relative to competitors and perceived value

c. Promotion

- I. Advertising Channels
- II. Effectiveness of various promotional platforms (digital, print).

- d. Place
 - I. Distribution Channels
 - II. How easily consumers can purchase products (online vs. physical stores).
- e. Process
 - I. Provide an examination of operational processes involved in delivering products/services
- f. People
 - I. Focus on customer-facing staff interactions
- g. Physical Evidence
 - I. Store Environment/Packaging Quality
 - II. Physical aspects that enhance customer experience.

S.NO	Element	Details
1.	Product	
2.	Price	
3.	Promotion	
4.	Place	
5.	Process	
6.	Physical Evidence	

6. Points of Parity vs Points of Difference

- a. Basics of The Category
- b. Comparison Points
- c. Check for Trends

7. Competitor Analysis

Competitors	About	Market Share
Competitor A	→	
Competitor B	→	
Competitor C	→	
Competitor D	→	
Competitor E	→	

Comparative Analysis

Parameter	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E
Tagline & Identity					
Brand Positioning					
Consumer Trust & Legacy					
Brand Origin					
Emotional Connection					

Brand Communication					
Market Perception					
Brand Projection					
Packaging Identity					
Advertising Restrictions					
USP					
Retail Distribution					
E-commerce Presence					

8. Product/Service Portfolio

- a. Product Lines
- b. Lifecycle Stages

Category	Product Name	Features

9. Customer Perception

- a. Customer reviews and feedback
- b. Brand reputation and trust
- c. Emotional connection with the brand

10. Brand Equity

- a. Brand Value
- b. Brand Awareness
- c. Brand Perception
- d. Brand Differentiator
- e. Brand Relevance
- f. Brand Loyalty

ASPECT	CURRENT STATUS
Brand Value	
Brand Awareness	
Brand Perception	
Brand Differentiator	
Brand Relevance	
Brand Loyalty	

11. Market Performance

- a. Sales performance and market share
- b. Customer acquisition and retention rates
- c. Growth trends

12. Digital Presence

- a. Website effectiveness (UX/UI, content, SEO)
- b. Social media engagement and reach
- c. Online reputation and reviews

13. Customer Experience

- a. Consistency in customer service
- b. Overall customer satisfaction
- c. Brand loyalty and advocacy

14. Internal Branding

- a. Employee understanding of brand values
- b. Internal communication and alignment
- c. Employee engagement and morale