Composite Alignment Score: 41.67%, Medium

This score measures the potential alignment of your brand's identity and messaging across different aspects of your business. A medium score indicates there is moderate alignment within your brand, presenting opportunities for fine-tuning and refinement to optimize your alignment potential further.

Composite Primary Alignment Score: 16.67%, Low

This score measures how well your brand aligns around your primary archetype, which is crucial for creating a strong brand identity that resonates with your ideal client. A lower score may indicate a confused brand identity with many areas of ambiguity. Amplifying your primary archetype — in strategies and messaging — not only leads to a clearer, more compelling brand but also allows your brand to adapt and evolve as market dynamics change, attracting and retaining your target audience effectively.

Composite Secondary Alignment Score: 25%, Low

This score reflects a lower alignment between your brand's archetype and the secondary answers from both assessments. There's a significant opportunity to improve alignment and coherence within your brand identity. Keep in mind that some brands may have less emphasis on secondary archetypes, or your brand identity may be in a state of transition and evolution.

Recommendation: Refocus messaging to better align brand purpose and values with corresponding client needs and preferences, ensuring a stronger alignment between the brand and its intended audience.

Holistic Brand Focus Score: 66.67%, High

This score combines all primary and secondary data points from the first assessment focused on your brand. A higher score indicates that your brand maintains a fairly cohesive identity, offering some potential for fine-tuning to achieve maximum resonance with your ideal client.

Holistic Brand Alignment Score (Client Focus): 41.67%, Medium

This score combines the primary and secondary scores from the second assessment focused on your ideal client. It indicates moderate potential for alignment between your brand's archetype and your ideal client's preferences. There are opportunities for fine-tuning to better resonate with your target audience.

Primary Client Focus Score: 0%, Low

The primary archetype characteristics, purpose, and values are not currently reflected in the corresponding primary client needs and preferences, in either the primary or secondary messaging.

Recommendation: Refocus messaging to better resonate with the core client archetype, ensuring a stronger alignment between the brand and its primary audience needs and preferences.

Secondary Client Focus Score: 16.67%, Low

This score indicates a low alignment between your brand's primary archetype and the answers from the second assessment focused on your ideal client. While there is some alignment, it's possible that secondary archetypes play a lesser role in your brand or that your ideal client has a different but complementary archetype. Additionally, changes or evolution in your brand or client focus may be contributing to this alignment. Consider exploring how your brand's purpose and values align with your ideal client's needs and desires.

Secondary Brand Focus Score: 33.33%, Low

This score indicates the alignment of your brand's primary archetype with the answers from the second assessment focused on your brand. While there is some degree of alignment with the primary archetype, there may still be room for improvement to enhance the clarity of your brand identity by ensuring your brand's value and values are front-and-center in your brand and messaging.

Secondary brand messaging refinements needed:
Advantage
Brands

Note: Consider making the following messaging aspects more front-and-center in your messaging to ensure brand identity is clear and resonates with your target audience.

Primary Brand Focus Score: 33.33%, Low

The primary archetype characteristics, purpose, and values are not currently expressed in either the primary or secondary messaging.

Recommendation: Adjust the messaging to ensure the brand's purpose and values are expressed in both primary and secondary messaging.

Primary brand messaging refinements needed:
Motto
Purpose
Advantage
Themes
Values