



**scrutinise**<sup>TM</sup>  
brand audit



## Brand Report

A brand Report provides an analysis of an organization's brand and its brand management and marketing effectiveness. It assesses a brand's strengths, weaknesses, opportunities, and threats. The report offers recommendations to improve brand positioning, brand management and marketing effectiveness through print based material, online media including both internal and external communications.

## Visual Identity Review

- Consolidation of existing visual identity
- Provision of style guide affirming : colour scheme, placement, typography

## Strategy review

- Marketing plans
- Brand positioning opportunities
- Creative (or agency) briefs
- Media plans

## Communications review

- Advertising and promotion materials
- Other brand marketing elements: packaging, direct marketing, sponsorships, fitout, etc.
- Press kit
- Press releases
- Internal communications
- Business cards & Stationery
- Website, Intranet & Email campaigns

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