



**nasuti + hinkle**

*creative thinking*

## Brand Report Card

Your logo is not your brand. Neither is your tag line. Or your ad campaign or corporate colors.

A brand is a unique claim of distinction supported by evidence of performance. Your brand tells people what differentiates you from everybody else and why they should do business with you.

Take this simple test to assess your brand's distinction.

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**Enter 3 for "Yes", 2 for "I don't know", and 1 for "No."**

Have you discovered what differentiates your company from your competitors?

Is this distinction recognized by all of your clients/customers?

Does your distinction have value to your clients/customers and prospects?

Are all employees in your company aware of this distinction?

Are all new hires trained to communicate your company's distinction?

Is your distinction communicated clearly to prospects?

Is your distinction clearly communicated in your marketing materials?

Is your distinction scripted and utilized consistently?

Is your pricing strategy based on client/customer perceptions of value?

Does your brand receive adequate marketing support?

Do you use your brand in determining business strategies?

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### Scoring Your Report Card

**24 - 30 = "A"** Congratulations. You're on the right track to distinction.

**15 - 23 = "B"** You've got some good things going on, but your distinction might be a little blurry.

**9 - 14 = "C"** Average means "commodity". There's some opportunity here, but it will take some work.

**Below 9 = "D"** Seriously. This is not where you want to be.

It's not all that difficult to get an "A". And we can help. Call Karen Nasuti at 301-222-0010 extension 204 to learn more about how to develop your brand and get the most out of it.

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