

See how you're doing in the six areas most pertinent to marketing your brand.

Take Brandspa's

Brand IQ Test



The world's first healthspa for brands™

Think your brand is in great shape?
Successful marketing is a function of
the six pertinent P words...

- Positioning
- Packaging
- Promotion
- Persistence
- Persuasion
- Performance

Below is a quick and easy self-assessment test to see how you're doing in these six critical areas that are important to connecting with your potential customers, developing a distinctive identity, and realizing market leadership.

Brand IQ Test

Score yourself from 0 to 5 points, with 5 being highest, on each of the questions. Subtotal each section, then add up the subtotals for an overall score.

Positioning	Score (0-5)
1. You have developed a finely honed, clearly articulated and emotionally meaningful solution statement that tells consumers what problem you address and what solution you can provide.	_____
2. You know who your ideal customer is and exactly what they value as most important about the ideal product or service in your category.	_____
3. You have studied and outlined a number of customer-centric benefits that your prospects can realize as a result of using your products and/or services.	_____
4. You have a Unique Strategic Articulation (<i>welcome to the USA!</i>) that clarifies why your brand is different than all your competitors and why that's meaningful to your prospective customer.	_____
5. Your brand will be pigeon-holed by prospective customers. You are clear about the unique qualities you offer and what prospects and present customers perceive about these unique qualities.	_____
Subtotal	_____

Packaging

Score (0-5)

6. You have an attractive, identifiable, appropriate and distinctive "brand identity" that is carried through all your marketing materials. _____
7. All your communications are presented as a value to the consumer. You can always answer their questions: "Why should I? What's in it for me?" _____
8. What you do and how you do it, are clearly presented in brochures, ads, marketing packages, web sites, etc. It's no mystery what the customer gets. _____
9. You have a well-defined pricing strategy and a method for disseminating this information. _____
10. Everything about your brand – from its logo, to packaging, to point of sale, to your office decor, even the way the receptionist answers the telephone – is presented in a way that supports your brand's positioning. _____

Subtotal _____

Promotion

Score (0-5)

11. Through all your promotional vehicles, people get a sense of your product's personality and what its true value is. _____
12. You have several ways to actively generate referrals from existing customers. Word-of-mouth ("the buzz") is one of your strongest sources of new customers. _____
13. You stay visible to your target market(s) and expand your credibility through creatively provocative media advertising and public relations. _____
14. You communicate your expertise to your target audiences through speaking to groups and writing/publishing educational articles. _____
15. You send information to clients and prospects on a regular basis through a newsletter, eZine or other means. _____

Subtotal _____

Persistence

Score (0-5)

16. You have done your competitive homework and have up-to-date knowledge of their sales and marketing strategies and messages. _____
17. You have made a commitment to using branding communications as a tool to fuel your brand's growth and maintain its vitality. _____
18. You have a thorough knowledge of your ideal customer's spending habits, tastes and what motivates them to buy. _____

- 19. You have a process for establishing a marketing and communications budget that's adequate enough to remain visible and competitive. _____
- 20. You have a clearly articulated brand communications policy and a system in place to ensure that policy is adhered to. _____

Subtotal _____

Persuasion Score (0-5)

- 21. Whenever you speak to someone about your brand you are totally focused on what you can do for them - how you can help them. _____
- 22. You are skilled at building rapport by learning the past and present situation of your prospects through a series of well-thought-out questions. _____
- 23. You are skilled at motivating customers to use your brand's offerings by discovering what values and benefits are the most important to them. _____
- 24. You have a well-structured and well-organized presentation designed to inform prospects about exactly how you can solve their problems and meet their objectives. _____
- 25. You're successful in asking for the business. You know what to say and do to win a prospect's commitment to your brand. _____

Subtotal _____

Performance Score (0-5)

- 26. You understand that the key to successful customer engagements is clear communication and your company works constantly at improving this skill. _____
- 27. Your brand makes clear, unambiguous promises for what it will deliver and what results the customer can expect. Your word is your bond – and you always keep it. _____
- 28. When you make requests of customers they are crystal-clear so that they know how to realize the best value from your product. They value you as a partner in their success. _____
- 29. You stay motivated and true to your brand's vision and resist compulsive changes that can confuse customers and erode your brand's equity. _____
- 30. You don't just offer a good product. You do everything in your power to exceed the customer's expectations – and make it ludicrous for him to consider an alternative. _____

Subtotal _____

Total Score (of a possible 150) _____

Interpreting your score

- Over 130 points = You've got a great Brand IQ! Keep doing what you're doing well and pay some attention to the problem areas to realize even more market leadership.
- 101-130 points = The problem areas need serious attention. Address these now to prevent competitors from hurting your market position.
- 76-100 points = You need to make a commitment to understanding your audience and to align your brand with their needs. Developing a better product story, a more distinguishable brand articulation and a sound value proposition will take an investment of funds, patience, and creative thinking before you will begin to realize market leadership.
- 50-75 points = Business is probably not that great. You're going to need help – and fast – to start turning things around.
- Below 50 points = You have an identity crisis. You need to take a good look at exactly who you are and what you stand for before taking actions towards building your brand.

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For additional information on realizing market leadership, visit www.brandspa.net or call us at 973 509 2728 for a complimentary ten minute telephone discussion.



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