

# Brand Strategy or Comm Strategy?

Is your brand strategy guiding your whole brand, or just your communications?  
Ask yourself these questions to find out.

Whole Brand Strategy™ is built for your entire brand experience and the enterprise that supports it, not just your communications.

QUESTIONS	ANSWER	WHY IT MATTERS
1 WE DEFINE OUR TARGET AUDIENCES BY THEIR PURCHASE MOTIVATIONS, NOT DEMOGRAPHICS OR BEHAVIORS.	yes / no	Demographics and behaviors describe Who and What, but they don't tell you Why someone would choose your brand over another. Defining audiences by needs and motivations both simplifies and supercharges your efforts.
2 OUR TEAM MEMBERS ARE MORE KNOWLEDGEABLE ABOUT OUR BRAND STRATEGY THAN OUR AGENCY PARTNERS.	yes / no	Agency partners are great at branding, advertising, media and tech (and cool office spaces), but as the brand owner, all benefit when the client leads brand direction.
3 WE DEVELOP THE CREATIVE BRIEFS (NOT OUR AGENCY PARTNERS) THAT ARE USED TO GUIDE AND EVALUATE NEW WORK.	yes / no	Keeping this in-house ensures deliverables achieve business and brand objectives. More importantly, this is how your team demonstrates leadership to agency and cross-functional UX partners—and to themselves.
4 OUR TEAMS SHARE A COMMON UNDERSTANDING, APPROACH AND LANGUAGE THAT EXPEDITES BRAND IMPLEMENTATION.	yes / no	Just because you work with someone, doesn't mean you're working together. A common foundation makes this effortless, and enables better, faster implementation.
5 ALL OUR AGENCY PARTNERS WORK OFF OF THE SAME CORE STRATEGY ELEMENTS.	yes / no	It may be typical to deal with each agency partner's own frameworks and formats, but it doesn't need to be. Aligning everyone against a single structure means less cat herding for you and better, faster implementation for your brand.
6 OUR BRAND STRATEGY INCORPORATES OTHER CORPORATE STRATEGIES LIKE MISSION, VISION, CSR AND DEI.	yes / no	Whole Brand Strategy™ is inclusive. Employees are looking for greater meaning and to feel good about their actions and the brands that define their professional identity.
7 OTHER FUNCTIONS OUTSIDE OF MARKETING WERE INVOLVED IN DEVELOPING OUR BRAND STRATEGY.	yes / no	Brand strategy needs input and buy-in from everyone delivering on the experience. Otherwise the siloes win. Whole Brand Strategy™ is built for your entire brand experience by and for the enterprise that delivers it.
8 SALES / INNOVATION / IT / UX / ETC. USE BRAND STRATEGY TO INFORM AND IMPROVE PLANNING AND IMPLEMENTATION.	yes / no	Traditional advertising's influence is waning, while IT, Sales, Innovation, and Support drive more and more value. Activating beyond just the Marketing Dept. increases that value, and the benefit Marketing delivers to the enterprise.
9 OUR BRAND STRATEGY IS HELPING EVERYONE IN OUR COMPANY BECOME BETTER MARKETERS.	yes / no	Think of brand strategy as a recipe. Good recipes create good cooks because they combine What to do with How, and Why. Whole Brand Strategy™ + internal readiness creates better marketing for your brand and better marketers for your team.

SCORING: YES = 1 pt NO = 0 pts  
7-9 points: Keep it up!

4-6 points: Doing well, with opportunity to do even better  
0-5 points: Your brand is underleveraged and ready to deliver more

TOTAL SCORE \_\_\_\_\_

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Breakthrough brand strategy to grow your brands and your people.