

'How Distinctive Is Your Brand?' Checklist

QUESTIONS TO ASK	☑	☒
1. Do your employees know your company's mission?		
2. Can your employees name a company value and explain how it's being applied in your business?		
3. Are your company values the same or very similar to your competitors?		
4. Do you offer the same service or product as your nearest competitor?		
5. Do you have any unique specialisations that your competitors don't?		
6. Is any aspect of your brand identity (colour, look and feel, tone, etc..) similar to any of your competitors?		
7. If you covered the logo on your material would anyone be able to tell it's your company?		
8. If you removed the words from your material would your imagery clearly announce that it's your company?		
9. Do you use the same language in your collateral and content as your competitors? Do you sound like them?		
10. Do your recruitment messages appear the same as your competitors?		
SCORE		

YOUR DISTINCTIVENESS SCORE (based on your ticks):

- 0-4** = Oh no! Your brand distinctiveness is in serious doubt. More work required across most areas.
- 5-7** = On the right track. Still more work to do. Have courage and take action to separate from your competition.
- 8-10** = Rocking it. You know how to set yourself apart. Don't rest though. Leaders keep questioning and testing to keep one step ahead.

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