BRAND INVENTORY

Marketing Strategy · Chapter 3 · The Brand of the Organization

Homework. Part 1: ask five people from outside the close circle for the first three things that come to mind when they hear the name; evaluate each association (favourable? strong? unique?) and correct your brand health scores. Part 2: inventory the raw materials the brand is built from.

ASSOCIATIONS

ASSOCIATION	FAVOURABLE · STRONG · UNIQUE?	HOW OFTEN

Symbols used · symbols neglected

Media through which the brand reaches people

Heroes: who, and of what kind (performance or character)

Layers of belonging used: region · city · neighbourhood · arena · community

History: how it is used today

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Social dimension: what the organization does for its community

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Associations

The railway — Favourable, strong, unique — 4 of 5
The songs — Favourable, strong, unique — 3 of 5
Relegation — Unfavourable, strong — 3 of 5
The derby — Favourable, weak, not unique — 2 of 5

Symbols used · symbols neglected

Used: crest, colours. Neglected: the 1950s crest, the nickname "the engine drivers", the depot whistle.

Media through which the brand reaches people

Facebook, Instagram, the local newspaper, two fan pages

Heroes: who, and of what kind (performance or character)

The captain from the city (character); a 1980s striker (performance)

Layers of belonging used: region · city · neighbourhood · arena · community

City and neighbourhood used; region never.

History: how it is used today

Only on the foundation day.

Social dimension: what the organization does for its community

Little: one school visit a year.

CHECK YOUR WORK

- [ ] I asked five people outside the close circle
- [ ] Every score has a one-line justification
- [ ] I named the weakest pillar and the weakest touchpoint