

FIND YOUR
BRAND'S GRADE

Brand Score Card





BEFORE YOU BEGIN...

How To Use This Guide

This is a test. Only a test. No, we're not talking about the emergency broadcast system, but your brand.

The following pages will prompt you to test the strength of your brand. Responses to a series of 12 statements is will generate a grade.

After tabulating your score, you'll see if your company is at the head of its class or it needs tutoring.

Seek out and sharpen your No. 2 pencils!

LET'S GO >>>



Instructions

Respond to the following using a scale of 0 to 10, 0 meaning “definitely not” and 10 meaning “emphatically yes.”
 Be as honest and accurate with your answers as possible. Only by owning your brand’s failures and success
 can you hope to meaningfully impact for the future.

SCORE
(0 TO 10)

01	WE HAVE A WELL-DEFINED MISSION, VISION AND VALUES.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
02	OUR BRAND’S “ONLYNESS” IS DISTINCT FROM COMPETITION.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
03	OUR BRAND REFLECTS OUR COMPANY’S PERSONALITY.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
04	WE HAVE A FULL BRAND KIT (LOGO, COLORS, FONTS, PHOTOS, ETC.).	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
05	OUR BRAND IS RELEVANT AKA ATTRACTIVE IN THE CURRENT MARKETPLACE.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
06	WE STICK TO OUR BRAND KIT FOR ALL MARKETING/ADVERTISING.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
07	OUR BRAND IS RECOGNIZABLE.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
08	WE HAVE A POSITIVE BRAND REPUTATION WITH OUR AUDIENCE.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
09	OUR BRAND ATTRACTS TOP TALENT.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
10	WE KNOW OUR TARGET AUDIENCE.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
11	WE HAVE A BRANDED EXPERIENCE AT EACH CUSTOMER INTERACTION.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
12	OUR BRAND IS FULLY UTILIZED AND REGULARLY MEASURED.	<input style="width: 100%;" type="text"/>
<hr style="border-top: 1px dashed #ccc;"/>		
		<input style="width: 100%; height: 30px;" type="text"/>

BRAND NAME

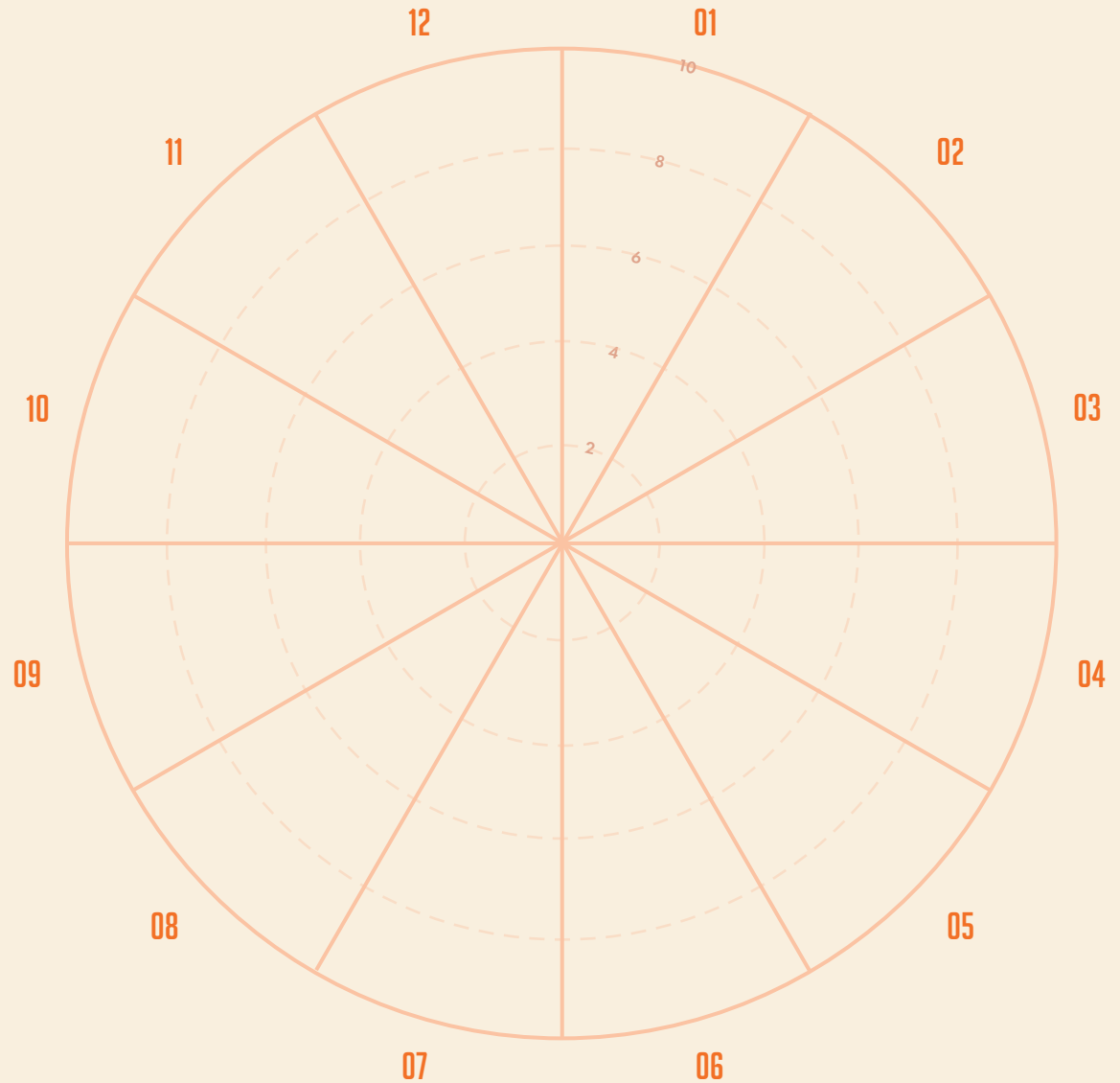
TODAY’S DATE



Test Results

Fill in the corresponding pie piece using the results from the previous page. Each tick mark is two points. Shade in the spaces to reveal and easily recognize your brand's strengths and weaknesses.

- 01 • MISSION & VISION
- 02 • ONLYNESS
- 03 • PERSONALITY
- 04 • BRAND KIT
- 05 • RELEVANCY
- 06 • CONSISTENCY
- 07 • RECOGNITION
- 08 • REPUTATION
- 09 • TALENT
- 10 • TARGET AUDIENCE
- 11 • CUSTOMER INTERACTIONS
- 12 • MEASURED



Your Grade

What would a report card be without a letter grade? To determine your brand's performance, compare your total score from page three to the grading scale below. If you received an A, congrats! You're working for a company that recognizes the rewards of strategic branding. If you failed this test, reach out! Brand studios like ours are here to help elevate your score. If you landed somewhere in the middle, there's room to move up! Schedule a consultation with a brand studio asap to get on the fast track to A-status.



BRAND REPORT CARD					TODAY'S DATE
<h1>A</h1> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">120-108</div> <p>A represents outstanding distinction and excellence. This grade is not impossible to achieve but is rare and difficult to come by.</p>	<h1>B</h1> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">107-96</div> <p>B signifies levels of solid accomplishment and goodness. This grade is more common than excellent but more rare than average.</p>	<h1>C</h1> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">95-84</div> <p>C signifies average, common and adequate but ordinary. Average is not usually an appealing rank to those who strive for extraordinary and unique.</p>	<h1>D</h1> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">83-72</div> <p>D represents results less than standard, mediocre and just passable. Maybe you haven't prioritized branding or fully understand its implications.</p>	<h1>F</h1> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">71-0</div> <p>F is a clear failure. It represents lack of effort and interest. It is a cause for deep concern.</p>	



SHARE YOUR SCORE

We'd love to hear how you fared. Contact us to celebrate your high score, discuss tutoring services for a low score, or simply share brand stories.



Psssstt... call us already!

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