

# BrandAudits™

Unparalleled corporate brand expertise  
to maximise, protect and build your brand.



Brand Audits is a leading provider of brand auditing and strategic brand solutions for whole-of-business brand management. We work with organisations to keep their brand strategically-focussed, and customer touch-points fused with exceptional brand experiences. We also help protect a brand's value, prevent brand erosion, and increase market position.

## Why audit your brand

Brand auditing is essential for any organisation that has invested heavily in developing their brand.

A risk management process and sustainable business practice, auditing your brand helps prevent its erosion and provides the foundation for building a strong, valuable brand with a competitive advantage.

Critically, an audit ensures that every new business strategy and every evolution of your organisation's vision and brand values is reflected via design across all aspects of your brand experience.

## Working with Brand Audits

Our leading audit service is based on more than 30 year's diverse corporate brand experience. National and international clients in corporate, retail, health, arts and government sectors trust Brand Audits to provide professional and independent branding direction.

With a 'bigger picture' approach, we can embrace all the synergistic opportunities available to an organisation. And because we understand business, we place an unparalleled value on understanding and meeting an organisation's stakeholders' needs.

## Our services

- **Brand audit report**  
*assessing a brand's visual identity against the organisation's business strategy, brand values, and vision*
- **Assessment of legal risks**  
*brand trademark issues related to a brand*
- **Action plan**  
*whole-of-business brand solutions to address gaps between the business strategy and its visual translation*
- **Mentoring**  
*building in-house capabilities.*

## Brand audit benefits

- Protect brand space and prevent the erosion of value
- Increase your brand's competitiveness
- Maintain consumer-orientated focus
- Align visual branding with evolving brand values, vision, and business strategy
- Deliver consistent messages across all mediums to all stakeholders
- Identify opportunities to connect with key clients at every customer touch-point
- Keep your brand 'in-touch' and relevant to consumers/audience
- Catalogue brand portfolio / Independent assessment of portfolio's relevance
- Identifying opportunities to integrate design into the company's service delivery.