

Brand Health Check

Vision, Mission + Values

Are you clear on your brand's vision, mission and values?

Team + Culture

Is your team aware of your brand's vision, mission and values?
Does the team culture represent these values?

Audience + Target Market

Can you clearly define your audience and target market/s?
Is there more than one target market or client group?

Projects

Are the project's you're working on representative of your vision, mission and values?
Are you promoting the projects that represent this?

Social Media

Do you have a social media presence?
Are you consistent in your approach?
Do your profiles align with your brand vision, mission and values?

Content

Do you write your own content?
Does the content talk to your audience and target market/s?
Is the content relevant and valuable to your audience?

Website

What is your audience's first impression of your website?
Is the content up to date?
Can visitors easily navigate the site?
Do you use Search Engine Optimisation (SEO) throughout your site?

Collateral - Digital + Print

Do you have any collateral in print and/or digital format?
Is the collateral up to date?
Does it clearly represent your vision, mission and values?
Does it support the project work you want to do?