



# Brand open audit

## Some Experience **in Numbers**

**100+** Programs per year

**40+** Changing in motivational system

**20+** Satisfied clients

**52** COUNTRIES coverage

**20+** Comparison analysis

**Know the facts about how your brand is positioned in store,**  
and how it is viewed by customers

## **What is a Brand Audit?**

A brand audit is a thorough examination of a brand's current position in the market compared to its competitors and a review of its effectiveness.

It helps you determine the strength of your brand together with its weaknesses or inconsistencies and opportunities for improvement and new developments.

**Know the facts about how your brand is positioned in store,**  
and how it is viewed by customers

**Our in-depth retail compliance audits are conducted  
by a trained team and provide information on:**

- Product Distribution
- Share of shelf
- Visibility Touchpoints
- Promotional Compliance
- Brand positioning
- Number of facings
- Monitoring competitor activity
- Pricing
- Customer interaction
- Cash integrity
- Loss prevention

# Brand open audit advantages



## **Strong brands make more money.**

The stronger your brand, the more powerful your business. A powerful brand can inspire, captivate and engage your audience and consequently dramatically increase your bottom line. However, even strong brands need a reality check or health check to keep them on track.



## **A powerful brand also encourages referrals,**

be they online in the social engagement arena or offline in physical form, and are consequently a critical part of the brand and its profitability.



## **A robust, consistent brand means you spend less money**

on attracting new customers. Your current customers keep coming back to you and you are able to charge a premium price for your goods and services.




## **A comprehensive brand audit will often**

reveal new growth opportunities for your brand, and new ways to make your brand resonate with both existing and a new generation of target customers who will represent your brand's long-term future.



# **These are the elements which will be** considered during the open brand audit:

- 1.** Your trade net purpose and use
  - 2.** Your main competitors
  - 3.** Your target market and product niche
  - 4.** Your product strengths/weaknesses
  - 5.** Your market positioning vis-à-vis competitors
  - 6.** Your current and anticipated industry trends
  - 7.** Your differentiators, like pricing, quality of service, first mover advantage, etc.
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Do the math

# Open brand audit values

**01**

How many deals do we lose every month to a company with a stronger brand?

**02**

How many prospects do we turn off because of a lack of consistency between our website and marketing efforts?

**03**

Helps you to determine the positioning of your business and to plan corrective strategies

**04**

How many new clients/projects would you have to win to justify the costs of a rebrand?

**05**

Empowers you to discover the strengths and weaknesses of your business

**06**

Guides you to align your offerings more accurately with the expectations of customers

**07**

Enables you to get up to speed with the perceptions (positive or negative) about your business

# Why Scheduling?



**Database Of 450 000+**  
Variety Of Devices



**Agile Approach**  
Day-to-day Scram Sessions



**Real World Testing**  
Realistic measure of product performance



**Fieldwork Speed**  
Quick Interaction



**Online Statistics**  
Statistics Availability 24/7



**Target Audience Selection**  
Unique opinions



**POS Readiness Check**  
Global payment systems



**Cheaper Than QA Engineer**  
Budget cut



**Global Coverage**  
52+ Countries



**Data Quality Check**  
Proofreading, Artefacts and Data quality check



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of Retail Audits program and analytical report.

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