



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

Get Free Sample^o

of Retail Audits program and analytical report.

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