

13 SIGNS YOUR BRAND NEEDS A FULL MAKE-OVER

At Sodablue when we evaluate whether an organisation needs to review their brand as part of the marketing strategy. We use the below checklist as a starting point.

BRAND RE-FRESH CHECKLIST

Check all that apply:

- Are you are getting fewer leads than in the past?
- Has your organisation's growth slowed or stopped?
- Have new competitors entered the marketplace?
- Are you are entering a new market?
- Are you are introducing significant new services?
- Has your firm changed significantly since you last adjusted your brand?
- Does your visual brand look tired compared to the competition?
- Do potential prospects or customers remember your organisation's name easily?
- Do you struggle to describe how your firm is different?
- Are you losing a higher percentage of competitive bid situations than in the past?
- Are you struggling to attract top talent?
- Have your customers changed significantly?
- Are you trying to figure out how to take your firm to the next level?

TWO OR GREATER
IS A DECISIVE
INDICATOR OF A
NEED TO RE-FRESH
OR RE-BRAND.

SCORE: __ / 13

If you answered yes to two or more of these questions, it's highly likely that investing in your brand will help your business growth. We love helping bring out the best in an organisations brand, so Sodablue offers a comprehensive suite of branding services. Let's explore how we may help you hello@sodablue.com.au



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