

Check Your Brand Health

Starting a new year is a great time to check on the health of your brand. Have you built a strong brand by continuing to invest in it, communicating it consistently and effectively? Or are there holes in your branding strategy; a few missed opportunities to strengthen and build your brand? Use our helpful checklist below to find out.

Brand Touch-point Checklist

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|-------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Invoices | <input type="checkbox"/> Online advertisements | <input type="checkbox"/> Elevator statement |
| <input type="checkbox"/> Web site | <input type="checkbox"/> Apparel | <input type="checkbox"/> Point of purchase materials |
| <input type="checkbox"/> Microsites | <input type="checkbox"/> Vehicle lettering | <input type="checkbox"/> Product samples |
| <input type="checkbox"/> Social Media sites | <input type="checkbox"/> Thank-you cards | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Letterhead/Stationery | <input type="checkbox"/> Print or online surveys | <input type="checkbox"/> Employees |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> E-newsletters or printed newsletters | <input type="checkbox"/> Coupons/Incentives |
| <input type="checkbox"/> On-hold messaging | <input type="checkbox"/> Direct mail pieces | <input type="checkbox"/> Collateral materials |
| <input type="checkbox"/> Voicemail message | <input type="checkbox"/> Laptop bags | <input type="checkbox"/> Address labels |
| <input type="checkbox"/> Email signature | <input type="checkbox"/> Pens | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Inside/Outside signage | <input type="checkbox"/> Other promotional items | <input type="checkbox"/> PowerPoint presentations |
| <input type="checkbox"/> Print advertisements | <input type="checkbox"/> Trade show booth | |

Internal Audiences Brand Touch-point Checklist

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|---------------------------------------------|-----------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Intranet | <input type="checkbox"/> Special events and parties | <input type="checkbox"/> Employee newsletter |
| <input type="checkbox"/> Lunchrooms/Lounges | <input type="checkbox"/> Shared computers | <input type="checkbox"/> Social media sites |
| <input type="checkbox"/> Inter-office memos | <input type="checkbox"/> Conference rooms | <input type="checkbox"/> Internal wiki |

Get Help

Want help developing, maintaining, or strengthening your brand? [Contact the branding experts at AVS Group at avsinfo@avsgroup.com](mailto:avsinfo@avsgroup.com). We'll help you uncover ways to build and improve your brand identity.