# Brand Audit Project Guidelines and Rubric: “Oral-B”

**Overview**

The final project for this course is the creation of a Brand Audit. Suppose you have been hired as a consultant for a large brand company. You are being asked to evaluate the current brand and provide suggestions for changes to bring their brand to the next level or to reinvigorate the brand. Choosing “**Oral-B**” as the brand, and complete the following project, to be submitted in **Module Nine.**

To successfully complete this project, you will be expected to apply what you have learned in this course including the following objectives:

* Identify and apply models to select, establish, and maintain competitive brand positioning
* Develop a broad perspective of branding through current research on theory and measurement of brand equity and brand relationships
* Understand the critical issues in planning, implementing and evaluating brand strategies

# Final Submission: Brand Audit Paper

The result of your efforts should be a paper 10 to 15 pages in length. It will include five sections, each with its own heading:

* 1. Brand Introduction
  2. Brand Audit
  3. Brand Exploratory
  4. Gap Analysis
  5. Recommendations

Support each section with scholarly references.

## Brand Introduction

Complete a comprehensive and up-to-date look at how the products and services of your company are marketed and branded. List all of your company’s major product lines and then secondary (may be support) lines.

## Brand Audit

* + Identify all of the visual and written descriptors, logos, slogans, characters, symbols, packaging, colors, and so on that are used for each.
  + Identify the product attributes/characteristics of the brand.
  + Identify the pricing strategies of the brand.
  + Identify the distribution strategies of the brand.
  + Identify brand messages and all of the ways those messages get communicated.
  + Identify any other marketing activities undertaken on behalf of the brand.

## Brand Exploratory

The consumer side of the brand picture is needed to assess whether the brand marketing has achieved its intended goals. Detailed information on what the consumers think of the brand should be collected. Find any current research already available on the brand. Get a feel through your research how the brand is positioned in regard to the competition. Talk to users of the brand to assess the brand from their perspective and also talk to non-users and assess their perspective of the brand (A CBBE pyramid may be helpful for this assessment). Poll users or non-users about possible brand extensions for the brand.

## Gap Analysis

Compare and review the Brand Audit and Brand Exploratory and identify (1) gaps, (2) failures, and (3) successes.

## Recommendations

Recommend next steps based on your analysis. Assess the information you have gathered and make specific recommendations for the brand, backed by sound evidence. The recommendations should be bulleted list of no more than five items.

## Final Project Rubric

**Guidelines for Submission:** Your Brand Audit must be 10-15 pages in length (plus a cover page and references section) and must be written in APA format. Use double spacing, 12-point Times New Roman font, and one-inch margins. All references cited in APA format.

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| **Critical Elements** | **Exemplary** | **Proficient** | **Needs Improvement** | **Not Evident** | **Value** |
| **Brand Introduction** | Provides a comprehensive overview of how the products and services of the company are marketed and branded and shows keen insight into brand concepts | Provides a comprehensive overview of how the products and services of the company are marketed and branded | Provides an overview of how the products and services of the company are marketed and branded, but overview contains inaccuracies or lacks supporting detail | Does not provide an overview | 18 |
| **Brand Audit** | Identifies all the brands, products, and extensions within the brand and provides a complete explanation of the purpose and placement of those items | Identifies all of the brands, products, and extensions within the brand and comments on the placement of those items | Identifies some of the brands, products, and extensions within the brand umbrella | Fails to identify all brands, products, and extensions within the brand umbrella | 18 |
| **Brand Exploratory** | Provides a complete assessment of the brand marketing and identifies actions that have been successful and failures | Provides a well-defined assessment of the marketing and identified marketing successes and failures | Briefly highlights some places of success and failure of the company’s marketing | Fails to assess whether the brand marketing has achieved its intended goals | 18 |

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| **Gap Analysis** | Analysis identifies  gaps, failures, successes including ample details to support analysis | Analysis identifies gaps, failures, and successes | Analysis identifies gaps, failures, and successes, but analysis is cursory or contains innacuracies | Does not attempt analysis | 18 |
| **Recommendations** | Makes specific recommendations for the brand, backed by sound evidence that shows keen insight into brand marketing | Makes specific recommendations for the brand, backed by sound evidence | Makes recommendations for the brand but the recommendations are not specific or backed by sound evidence | Does not make recommendations for the brand | 18 |
| **Articulation of Response** | Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format | Submission has no major errors related to citations, grammar, spelling, syntax, or organization | Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main  ideas | Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas | 10 |
|  | | | | | 100% |