

## **Brand Audit | *Performance Management Portfolio***

Strong brands are well "managed" brands. As part of our performance offering, TMW can design or optimize brand management processes and systems. Our clients are usually concerned with the effectiveness of brand processes within their organizations. This situation is particularly difficult for global marketers or those with complex brand architectures, multiple product lines or multiple divisions.

TMW can assess your current processes and design an optimum brand management or brand stewardship system. Our added value comes from direct "hands-on" brand management experience and over twenty years of providing counsel to leading private and public sector marketing organizations.

### ***Our Approach***

Every company has at least one brand – even if it is simply the company name. Our Brand Audit will examine the business performance of a brand and assess how well the brand identity is performing its function. Our approach includes:

- determine the brand's role/importance within the company
- discover what values the brand suggests to your customers
- improve day-to-day brand management
- understand where the brand can be extended to include new products or to access new markets.

### ***Benefits***

Using T|M|W Brand audit services provides several benefits:

- More effective brand management - the results of the brand audit can be used to achieve more effective management of an existing brand, or to widen the reach of the brand.
- Better integration to the overall Business - Our brand audit can assist your organization to isolate key elements of the brand and identify the success factors that will allow you to sustain its competitive advantage.
- Improve the position of your Brands - by having data on your various brands, your company will be in a better position to determine ROI opportunities

***Better Marketing Performance***