



- Brand experience
- Brand engagement
- Visual identity
- Clarity & consistency
- Customer journey
- Brand personality
- Writing style guide
- Tone of voice
- Guidelines
- Values

Brand audit focussed on brand experience and its influence on membership recruitment and retention

Related Services
Brand refresh
Brand guidelines

Having a strong and consistent reputation is essential to attracting new members...and keeping them. We will review your brand presentation and report our independent observations and recommendations.

Review of brand values and points of difference

We will look at your organisation's 'personality', values and Unique Selling Points, reviewing whether they are accurately and effectively communicated to your staff, members and potential members.

Membership journey review - brand experience

We will audit the brand experience at all 'touchpoints' for members and staff to establish how the brand is perceived and whether it is consistently applied.

Review of brand strategy and application

Understanding what your hopes and plans are for the future of your organisation and how this impacts on your brand strategy.

Audit report

We will deliver a concise report, with an action plan to address any issues highlighted in the audit to establish a brand that is confident in its personality and approach.