

Guide: Path to Achieving Brand Integrity

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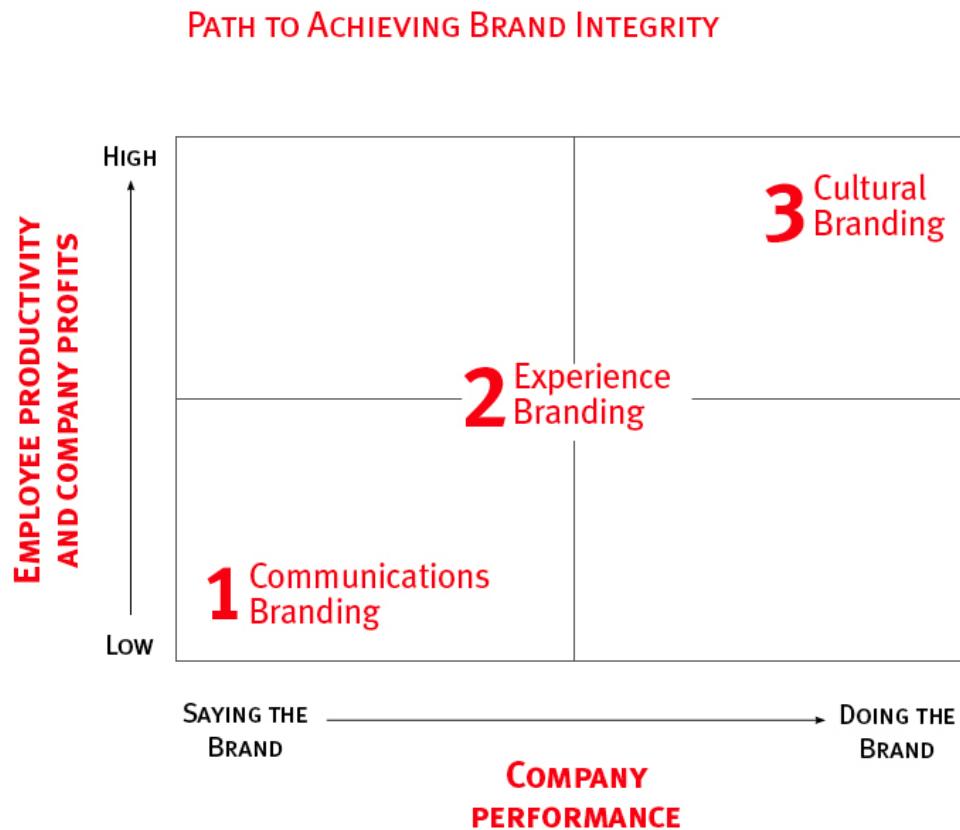
Part 1: Overview

Brand Integrity is the point where your company achieves its desired brand image — when employees, customers, partners, and the market understand, believe, and experience that *you are* who you say you are.

Knowing where your company currently falls on the Path to Achieving Brand Integrity is the first stop on the journey. The purpose of this guide is to provide a thought-provoking reality check as to the types of activities being invested in currently by your company that are either taking you closer to Brand Integrity or farther away. After completing Parts 2 and 3 of this guide, you should have a clearer indication of the areas that are more important to invest time, energy, and money in for building and implementing your company's brand.

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Part 2: Assessing Where You Are on the Path to Achieving Brand Integrity



In the following table you will find a list of the three types of branding (Communications, Experience, and Cultural) and a cross-section of the types of activities companies typically do to bring the brand to life. Go through the list and indicate which ones apply to your company. Ask yourself:

- Which activities does my company spend the majority of its resources on?
- How balanced are my company's activities along the spectrum from Communications and Experience Branding to Cultural Branding?

If most of your activity is focused on Communications and Experience Branding, you are miles away from achieving Brand Integrity. However, if you find that you have successfully integrated your brand into your leadership, human resource, and operational practices (Cultural Branding), then you are well on your way to enjoying the benefits of increased employee productivity and enhanced profitability.

Path to Achieving Brand Integrity	Yes	No
Communications Branding		
Advertising (radio, TV, print media, Web, etc.)		
Coupons or special promotions		
Web site		
Direct mail		
Public relations		
Event sponsorship		
Contents and/or giveaways		
Tchotchkies (promotional items)		
Mission and/or Vision statements (plaques and posters)		
Brand Standards Guide (how to visually represent the brand identity)		
Experience Branding		
Humorous or highly engaging advertising		
Highly interactive Web site		
Pre-defined guidelines for customer service		
Engaging trade show participation		
Collection and use of customer satisfaction feedback		
Consistent process for thanking customers		
Loyalty and/or reward programs		
Cultural Branding		
Including brand expectations in job descriptions		
Hiring employees using the brand as a guide		
Orienting employees on how to deliver the brand in their day-to-day jobs		
Conducting quarterly brand-behavior assessments for all employees		
Holding annual performance evaluations for employees and supervisors that include brand-behavior assessments		
Training leaders to be brand ambassadors		

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Part 3: **Determining Your Score**

Calculate your score using the following guidelines:

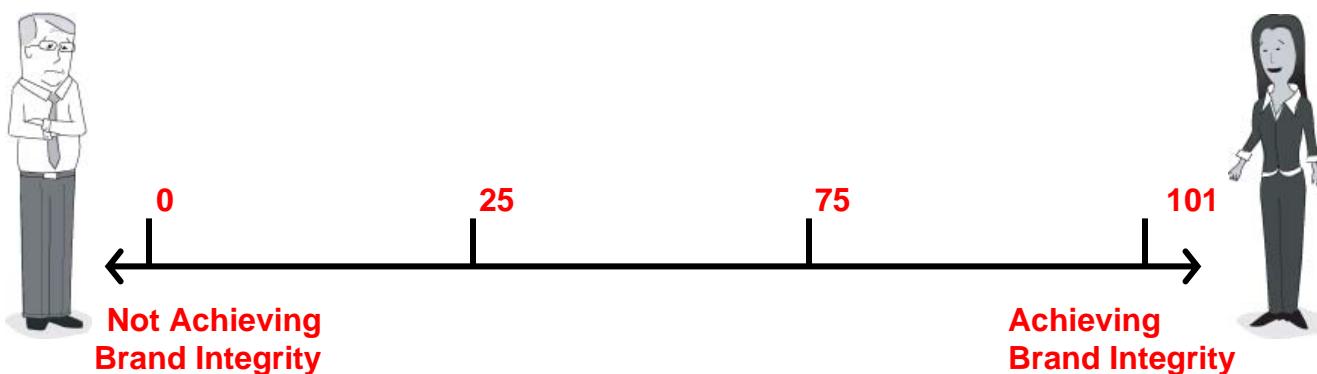
- Give yourself **2** points for every **Communications Branding** activity your company performs **consistently** that brings your brand to life.
- Give yourself **3** points for every **Experience Branding** activity your company performs **consistently** that brings your brand to life.
- Give yourself **10** points for every **Cultural Branding** activity your company performs **consistently** that brings your brand to life.



“Consistency
is king.”

Total:

Now plot where your company falls on the line below to see where it is on the Path to Achieving Brand Integrity.



You can now start to consider where your greatest opportunities are to enhance your company's brand and points of difference. To access a complete list of Points of Difference questions to ask, visit www.brandintegrity.com/truth2 and download the Guide to Points of Difference Questions.