

# brand sweep

An Annual Plan for Adjusting Your Brand

# It's All About Your Position

Brand positioning can be a game-changer for businesses trying to navigate a recession. It's all about positioning your brand in your target audience's minds. This includes defining your unique value proposition and the benefits and attributes that set you apart from the competition.

Effective brand positioning can help you stand out and attract and retain customers when it comes to economic downturns. It can also help you weather the storm by establishing a strong, differentiated brand that customers are loyal to and willing to support.

So, are you in the right position? How do you know if your positioning needs help?

## Keep Scrolling.

**At Roar, we want to empower brands like yours to take the next courageous step into your markets.** So, we designed Brandsweep: a tool to examine your brand's strategic, marketing, and identity history in preparation for your next season of growth and vitality.

If you find this tool useful, pass it along to others.

Cheers,

**Trey Boden**  
Founder and Principal





# brand sweep

An Annual Plan for Adjusting Your Brand

A brand consists of many parts. At Roar, we believe branding is more than the visual identity of a business. It is the soul that the customer connects with. It generates and perpetuates the gut feelings people have.

Below are categories that describe a brand's strategic documents and visual systems. The Brandsweep can be used as a yearly check-up examining all or even just a single category. The boxes can be used to fill in a letter value and the circles can be used to prioritize action by number.

#### Suggested Values:

**Great! No Issues (G) Needs Review (R) Update Needed (U) Urgent Issue (!) What is this? (?)**

- ☐ ☐ **Brand Positioning and Strategy Documents**  
*Mission and vision statements, cultural values, brand positioning strategy, market profiles*
- ☐ ☐ **Brand Standards Documents**  
*Usage manuals, voice and tone guides, messaging documents*
- ☐ ☐ **Logo Files**  
*Editable files, web-ready and print ready files, alternative logo files, product logos*
- ☐ ☐ **Supporting Elements**  
*Color palette values (HEX, CMYK, Pantone), typeface files and licenses, stock photography archive*
- ☐ ☐ **Stationery and Forms**  
*Business cards, letterhead, envelopes, branded templates for documents and presentations, brand aligned invoices, contracts, estimates, policies, internal documents*
- ☐ ☐ **Literature**  
*Brochures, case studies, spec sheets, product catalogue*
- ☐ ☐ **Digital Content**  
*Website, page templates, staff-directory, digital ads and messaging, newsletters, ebooks, webinar branding, blog content, email communication standards*
- ☐ ☐ **Print Content**  
*Print ads and messaging, branded merchandising, internal and external signage, vehicle signage, uniforms, tradeshow booth.*

[www.createwithroar.com/brandsweep](http://www.createwithroar.com/brandsweep)



Need help with urgent issues or adding to your brand?  
Contact us at Roar we can help!  
e. [trey@createwithroar.com](mailto:trey@createwithroar.com) | p. 404.405.6718



# BrandMethod Position Graph

With every Brandsweep, we hope to offer your business a tool to assess your brand. The tool we want to debut here is one we call **Position Graph**

## How to Use the Tool

### Simplified Positioning

Positioning is most simply stated by answering two questions: What do you do and who do you do it for? In this section, write a short sentence answering each question. Ask colleagues, clients, and/or customers to do the same. How are these answers similar or different?

### Evaluation Questions

Using the 1-7 scale, rate the answer to these positioning questions from 'Ugh Yes' (negative) to 'not at all' (positive). It might be helpful to do this with a team to help cut out confirmation bias. Do the exercise independently and then discuss the results.

### Graph Your Position

On the following page, create a bar graph for each question going from left to right. Each question relates to a category that informs positioning. The higher the bars, the stronger your positioning is.

### Need Help Sorting Out Your Position?

We can help you talk through your positioning and evaluate places for firming up this foundational part of your brand strategy. Shoot us an email [trey@createwithroar.com](mailto:trey@createwithroar.com) or schedule a meeting at [calendly.com/createwithroar](https://calendly.com/createwithroar).



Trey Boden  
trey@createwithroar.com  
404.405.6718

createwithroar.com  
linkedin/createwithroar

contact

online



# BrandMethod

**Evaluate Your Position With**  
Position Graph

**make your  
brand roar**

**Taking Brands In Courageous Directions**

# Simplified Position

**What do you do?**

**Who do you do it for?**

---

---

---

---

## Evaluation Questions

	Ugh... Yes		Somewhat			Not At All	
Can you name 2-3 competitors that have entered your market with a more valuable proposition?	1	2	3	4	5	6	7
Can you identify multiple reasons why pipeline has trickled after a long period of growth?	1	2	3	4	5	6	7
Are you struggling to respond to new technologies or ideas that have disrupted your industry?	1	2	3	4	5	6	7
Are you unable to easily identify 2-3 ways customers emotionally connect with your brand?	1	2	3	4	5	6	7
Can you identify trends in customer perception that do not match your intention?	1	2	3	4	5	6	7
Have you struggled to positively leverage PR and marketing to improve your image?	1	2	3	4	5	6	7
Has it been 3-5 years since you have conducted a brand audit or brand identity refresh?	1	2	3	4	5	6	7
Do you find your ideal customer profiles attracting slow-to-convert buyers?	1	2	3	4	5	6	7
Are you lacking a clear differentiator that sets you apart from competitors?	1	2	3	4	5	6	7



**Need Help Taking Your Next Step?**

Schedule a call with us at [calendly.com/createwithroar](https://calendly.com/createwithroar)

# Position Graph

## Graph Your Results

Starting with the first question score on the previous page, work from left to right plotting your result.

## Solid Positioning (Mostly 5-7)

Your brand position is in a great place. It is most likely not a surprise that you are a leader in your market and you know exactly who your ideal customer is, their pain points, and your value to them.

## Mediocre Positioning (Mostly 3-5)

Your brand is known to your customers and mostly competitive among similar businesses, but it takes significant effort and resources to remain there. A more honed position will increase pipeline, decrease time to close, and positively impact customer loyalty.

## Problematic Positioning (Mostly 1-3)

Your brand struggles to be known and your customers most likely are confused with what you do. Repositioning is a critical step to your future success.



**Need Help Taking Your Next Step?**

Schedule a call with us at [calendly.com/createwithroar](https://calendly.com/createwithroar)



# Get Your Positioning On Track For 2023

## Book a Positioning Evaluation

~~\$1,800~~ **\$1,625 With Mention Of Brandsweep**

Let us drive your positioning work in 2023 through our Brand Positioning Evaluation. During the engagement, we will conduct a 90 minute workshop identifying and evaluating your current positioning with representatives from your business. Our team will then get to work revising your positioning statement, service descriptions, and deliver a Start With Questions guide serving as a foundation to communicate your value with clients.

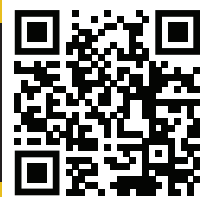
### Deliverables

- 90-Minute Virtual Workshop
- Three Revised Positioning Statements To Choose From
- Simplified Positioning Statement For Concise Communication
- Revised Service Descriptions
- Start With Questions Guide

**Take your brand in a  
courageous direction.**

**Book A Discovery Call Today.**

<https://calendly.com/createwithroar>



**roar**