



Brand Promise Evaluation Template

Section 1: Understanding Your Brand Promise

1. Brand Promise Statement:

Write your current brand promise here:

2. Core Values:

List your brand's core values that support your brand promise:

1.

2.

3.

4.

Section 2: Analyzing Your Brand Promise

1. Customer Expectations:

What do your customers expect from your brand?



2. Differentiation:

How does your brand promise differentiate you from competitors?

3. Consistency:

Is your brand promise consistently delivered across all customer touchpoints (e.g., website, social media, customer service)?

Section 3: Evaluating Effectiveness

1. Customer Feedback:

What feedback have you received from customers regarding your brand promise?

2. Performance Metrics:

List key performance indicators (KPIs) to measure the effectiveness of your brand promise (e.g., customer satisfaction, repeat purchase rate):

1. _____



2. _____

3. _____

3. Case Studies:

Provide examples of how your brand promise has positively impacted customer experiences or business outcomes:

Example 1: _____

Example 2: _____

Section 4: Refining Your Brand Promise

1. Identifying Gaps:

Identify any gaps between your brand promise and customer experiences:

2. Adjusting for Relevance:

How can you adjust your brand promise to better align with current market trends and customer expectations?



3. Implementation Plan:

Outline a plan to implement any changes to your brand promise, including key actions, responsible parties, and timelines:

Key Actions: _____

Responsible Parties: _____

Timelines: _____

Section 5: Communicating Your Brand Promise

1. Internal Communication:

How will you communicate changes to your brand promise to your team?

2. External Communication:

How will you communicate your brand promise to customers and stakeholders?



3. Consistency Across Channels:

Ensure your brand promise is consistently communicated across all marketing and customer service channels:

Section 6: Monitoring and Review

1. Ongoing Evaluation:

Set a schedule for regular reviews of your brand promise to ensure it remains relevant and effective:

Review Frequency: _____

2. Feedback Loop:

Establish a system for collecting ongoing customer feedback about your brand promise:

3. Continuous Improvement:

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Outline a process for making continuous improvements based on feedback and performance data:

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