

What's your Brand Score?

Answer these questions to assess whether or not your brand is working as hard as it can for you.

Enter 3 for “Yes”, 2 for “Don't know / Not sure”, and 1 for “No.”

1. Have you discovered what differentiates your property from your competitors?
2. Is it unique *to your property*?
3. Is this differentiation *based on reality* rather than aspirations or goals?
4. Does this differentiation have enough value to your guests that they would pay a premium rate?
5. Can you summarize it in a sentence or a phrase?
6. Does this differentiation drive your marketing communications strategy across the board? (Web site, social media, advertising, package development, etc.)
7. Is your differentiation clear in all of your marketing materials?
8. Do all of your employees understand this differentiation?
9. Is your revenue management strategy based on this differentiation?
10. Does your brand receive adequate marketing support?
11. Do you use your brand in determining business strategies?

So how did you do?

Your goal is to score 28 or better. You really don't want to score less than 20. In between, there's an opportunity for your brand to work harder than it does.

In any case, this can give you an idea of what you see as your brand strengths and weaknesses and where it could stand a little work.

Call Karen Nasuti at 301-222-0010 extension 204 or e-mail her at karen@nasuti.com to learn more about how to develop your brand and get the most out of it.

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