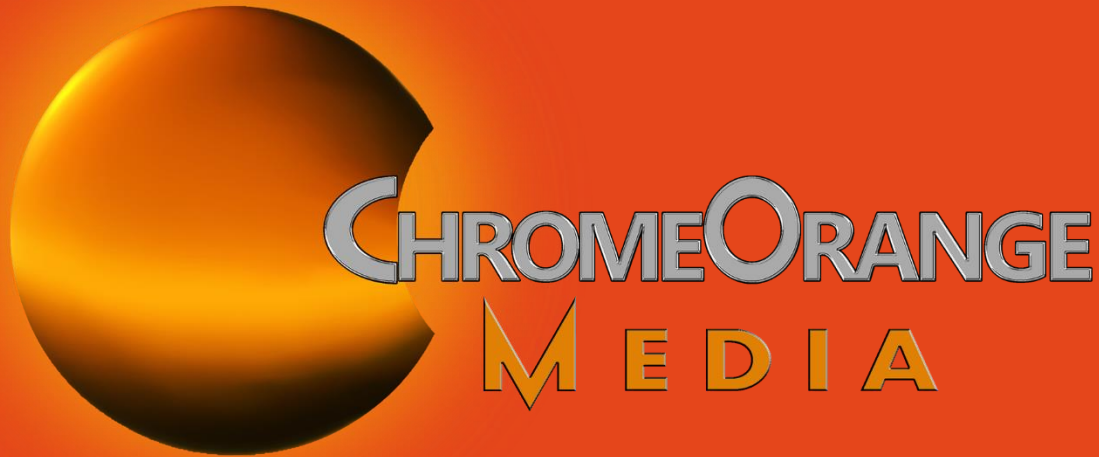


# Brand Audit





# Brand Audit Questionnaire

1. Name of Organization

2. What does your business do?

Use a succinct, objective description

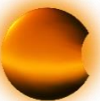
3. What is your brand heart?

Identify your purpose, vision, mission and values

4. How is your brand currently perceived? Does it align with your brand heart? Why or why not?

5. How do you want your brand to be perceived?

6. How do you feel about your brand's current logo?



Brand Audit Questionnaire

7. Where will your logo be used (print, web, social)?

8. Do you currently have a sonic brand and/or audio strategy? Why or why not?

9. What differentiates your brand from the competition (direct and indirect)? And, how do you differentiate it?

Articulate how you're different from your competitors by filling in this statement: "Our [offering] is the only [category] that [benefit]."

10. What is your brand's current tagline?

11. What is your brand's current value prop?

12. What are your three main selling points/messaging pillars and proof points?

13. How has your brand changed over time?

14. Who is your competition? How does your brand fit into the landscape?



15. Who is your brand's audience?

16. Describe your brand's personality.

Include all applicable adjectives and descriptors!

17. What does your brand's current visual identity look like? Describe logo, color, font, etc.

18. Describe your brand's current sonic identity.

Describe mood, tone, timbre, voice(s), instrument(s), ambient sounds, etc.

19. How does your brand's current visual identity align or misalign with your brand's values?

20. How does your brand's current sonic identity align or misalign with your brand's values?



21. What do you NOT like about your brand's current visual identity?

22. What do you NOT like about your brand's current sonic identity?

23. Do you feel that your brand's visual identity is still a good match for the image you want your brand to have? Why or why not?

24. Is your brand's current sonic identity still a good match for the image you want your brand to have? Why or why not?

25. How could incorporating audio user experiences in all consumer touchpoints enhance your brand's identity, recall and customer loyalty?





Ready to take the next step to differentiate your brand on a deeper level? Complete this questionnaire, email it to [info@chromeorangemedia.com](mailto:info@chromeorangemedia.com), and we'll contact you to schedule a complimentary video conference.

Headquartered in New York, **ChromeOrange Media** specializes in the strategic use of sound in brand storytelling. You can find us on the web at [www.chromeorangemedia.com](http://www.chromeorangemedia.com).

In the U.S. & Canada: (631) 648-7446  
email: [info@chromeorangemedia.com](mailto:info@chromeorangemedia.com)