Brand Audiences Audit Template

Use this template to audit your brand's understanding of your current and target audiences.

Brand or organization name:

What image should your brand evoke for new and existing customers?

What is your brand's purpose?

What are your brand's goals and objectives?

What are your brand values?

Who are your current customers?

Who is your target audience and where are they located?

How do you want to be perceived in your marketplace?

What image do you want your brand to deliver?

Who are your competitors?

What makes you stand out from your competitors?

How can your brand strengthen your products, services, or offerings?

Describe your value propositions:

What value do your customers receive from your brand?

Describe your plans for conducting customer and audience research:

Based on these responses, rate your brand's understanding of its current customers and target audience (1 = "ineffective" and 10 = "highly effective"):

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