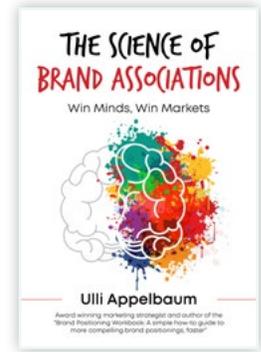


THE SCIENCE OF BRAND ASSOCIATIONS MASTER SCORECARD

This scorecard summarizes all the major learning of Ulli Appelbaum's book "**The Science of Brand Associations: Win Minds, Win Markets**". You can also try our online survey @ www.first-the-trousers.com for a quick assessment of your brand.



Starting Point

#	Principle	Diagnostic Question	Score (1-5)
1	Shared Consumer Understanding	Do the brand stewards and key stakeholders have a shared, deep understanding of consumer drivers, beliefs, needs, and perceptions?	
2	Brand Health Monitoring	Does the brand regularly audit its brand health and sources of equity?	
3	Focus on Penetration	Does the brand focus its growth strategy on increasing penetration?	
4	Focus on Mental Availability	Are all the stakeholders aligned on the need to build mental availability as the path to growth?	

Brand Positioning & Brand Association Network

#	Principle	Diagnostic Question	Score (1-5)
5	Clarity and internal alignment of desired brand associations	Is there internal clarity and alignment on the brand's desired associations to be created in the next 3-5 years?	
6	Category belonging	Do your desired (or current) brand associations make it clear what category you are playing in?	
7	Personal Relevance	Do your desired brand associations include associations that are personally relevant and motivating for your targeted segment or the category shoppers? (Do they tap into core category drivers such as needs, wants, or expected benefits for a specific segment?)	
8	Differentiation	Do the associations help the brand feel different enough from competing offerings? Functionally or emotionally?	
9	Emotional Resonance	Do your desired brand associations include associations that elicit an emotional response from your consumers?	
10	Brand preference	Do the associations help create a positive consumer attitude towards the brand? (Do they create brand preference?)	
11	Breadth of Relevance	Do the brand associations align with a wide range of critical category drivers (needs, benefits, emotions, and occasions)?	

Creating and Establishing Distinctive Brand Assets

#	Principle	Diagnostic Question	Score (1–5)
12	Distinctive Brand Assets	Do you have truly unique, recognizable brand assets that would fall in the 15% category?	
13	(For New Brands) Visual Brand Asset	Does your brand have a non-verbal key visual brand asset that clearly communicates your brand's point of difference or core benefit? Especially on your packaging.	
14	Consistency of Distinctive Brand Assets Use	Are the brand's distinctive assets used and reinforced across all relevant touchpoints?	

Strengthening Your Brand Association Network & Growing your Brand

#	Principle	Diagnostic Question	Score (1–5)
15	Repetition & Consistency	Are your key brand associations communicated consistently and repeatedly across all touchpoints and over time?	
16	Emotional Rewarding Experiences (if applicable)	Are your brand experiences (product, store, website, etc.) emotionally rewarding or just neutral and transactional?	
17	Appeal to the senses	Does your brand provide touchpoints that engage multiple senses (sight, sound, touch, etc.) to reinforce memory and association?	
18	Storytelling	Do you use emotionally resonant and memorable storytelling that supports your core brand associations?	
19	Experiences that exceed expectations	Are some of your customer touchpoints designed to surprise and exceed consumers' expectations?	
20	Recency (Frequency & Impact)	Are you ensuring your consumers get exposed to your brand more often than your key competitors, or, if not, that your communication has a bigger impact than theirs?	
21	Maintaining & Reinforcing the Brand's Association Network	Does the brand invest in refreshing and reinforcing memory structures through consistent reach and visibility?	

Removing Negative Brand Associations

#	Principle	Diagnostic Question	Score (1–5)
22	Addressing Potential Consumption Barriers	Has the brand identified and addressed the barriers that have been preventing more consumers from buying it in more situations?	
23	Preventing Negative Brand Associations	Does the brand proactively avoid giving consumers reasons *not* to buy, thereby preventing negative associations?	