



Effective Application of Brand Recognition

We have developed the following guidelines to aid in understanding, evaluating and capitalizing upon the equity portfolio of your brand. These guidelines focus on two goals: first, on providing a structure evaluating the feasibility and costs of extending your brand; secondly, on identifying and capitalizing on the competitive advantages of your brand.

Instructions: Answer the following questions for your brand and those of your competitors, which focus on evaluating the expertise, emotional attachment and product attribute components of equity. Some of these answers may require some degree of estimation.

Email your completed form to Stages of Innovation at info@stagesofinnovation.com. One of our associates will be happy to help you understand what customers think about your brand.

Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
1. From consumers' points of view, what body of knowledge, abilities and experience does the brand possess?				
2. What are the sources of this expertise (e.g. history, neutral endorsements, research)?				



Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
3. Could the perceived expertise of the brand be considered a primary motivating factor for consumer purchase?				
4. Would the elements of expertise attributed to the brand transfer easily into the new product area?				

Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
5. What knowledge, abilities or experience does the brand possess that could be considered exclusive to that brand? What elements of expertise does the brand lack that others have?				
6. How do these differences relate to the proposed extension? Do they make the brand more or less likely than others to be successful in the new product area?				



Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
7. From consumers' points of view, what values, lifestyle and affiliations are associated with the brand? What elements of the brand (product, advertising, etc.) help to create these associations?				
8. Are these emotional attachments compatible with the proposed extension's category? Which of these emotional attachments are most relevant to the new category?				



Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
9. How relevant are emotional attachments to the brand? Could they be considered a primary motivating factor for consumer loyalty?				
10. How relevant are emotional attachments to the proposed extension's category? Would these attachments transfer into the new category?				



Question	My Brand	Competitor	Competitor	Competitor
11. What emotional attachments does the brand possess that could be considered exclusive to that brand? What emotional attachments does the brand lack that others have?				
12. How do these differences relate to the proposed extension? Does it make the brand more or less likely than others to be successful in the new product area?				

Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
13. From consumers' points of view, what product qualities are associated with the brand? What elements of the brand (product, advertising, etc.) help to create these associations?				
14. Are these product qualities a positive attribute for the proposed extension? Which of these qualities are most relevant to the new category?				



Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
15. How relevant are these product qualities to the brand? Could they be considered a primary motivating factor for consumer loyalty?				
16. How relevant are these product qualities to the proposed extension's category? How would these qualities transfer into the new category?				

Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
17. What product qualities does the brand possess that could be considered exclusive to that brand? What product qualities does the brand lack?				
18. How do these differences relate to the proposed extension? Does it make the brand more or less likely than others to be successful in the new product area?				



Question	My Brand	Competitor Brand	Competitor Brand	Competitor Brand
19. Rank the three components (expertise, emotional attachments, product attributes) with regard to their importance to the brand.				
20. List the strengths and weaknesses of the brand's equity portfolio with regard to the proposed extension. Pay special attention to the product attributes, expertise and emotional attachments associated with the brand.				

About Stages of Innovation

Stages of Innovation helps companies achieve their growth objectives through new products, sales and channel development, and through the buying and selling of businesses. You can reach us via the web at www.stagesofinnovation.com.