

The Brand Audit group project description

Overall Goal & Assessment

The goal of the assignment is to make actionable recommendations to improve a brand of your choice, based on a research-driven brand audit that you will perform with your group. You will select a real brand to work on and conduct a Brand Audit, in order to identify the brand's main sources of brand equity and differentiation, but also weaknesses that must be improved. The Brand Audit is comprised of 2 main parts: brand inventory and brand exploratory. In this assignment it will be complemented by the Brand Platform.

The group Brand Audit assignment, represents 45% of the total course grade, and will be graded based on the following components: 85% - Final presentation / 15% - Peer evaluation

Process

1. Phase I: Preparation

Team Formation. [Due date: Feb 7, 7pm]

You will form groups of 6 students to work on this semester-long project. If you cannot form a group on your own, the instructors will allocate you to a group, by February 10. You can enroll in a group through Moodle.

Brand Selection. [Due date: Feb 14, 7pm]

Once you have formed your group, you can discuss potential existing brands you'd like to work on for the Brand Audit. The choice of brand is up to you: it can be a product or a service brand, in the B2B or B2C sectors. Please keep in mind that the brand needs to be real, and that you will need to have access to its target consumers to conduct your research. Communication with the brand's management team is not required. However, you are welcome to pursue it and include their input in your research. You will submit a list of your group's Top 3 brand choices with the geographical market in which you intend to study, through Moodle. The instructors will review the choices to ensure their feasibility and that there is no duplication between groups – each group should work on a different brand. First come-first served.

Brand Selection Approval. [By Feb 17]

All groups will receive confirmation by the instructors about their chosen brand on a rolling basis through Moodle.

2. Phase II: Research & Recommendations

a) Brand Audit part A: Inventory

This is based on **secondary** research that you will conduct, based on the materials we review in Session 2. In Session 4 we will do a workshop in class so teams will start collecting the necessary data for the brand Inventory.

This is a comprehensive profile of how the company brands, markets and sells its products. This part of the analysis focuses on the brand's present state, as influenced and managed by the company itself, and is based primarily on secondary, desktop research. You will need to identify all the brand elements (like logos, symbols, packaging, slogans, etc), and marketing mix, as outlined in Session 2. The ultimate goal of this part of the Brand Audit (together with the Brand Platform), is to gain an understanding of the brand's current standing, highlight inconsistencies, identify strengths and weaknesses, articulate their current positioning & identity, and possibly diagnose potential problems.

b) Brand Platform

This is based on **secondary** research that you will conduct, based on the materials we review in Session 3. In Session 4 we will do a workshop in class so teams will start collecting the necessary data to determine the brand's platform elements (Positioning statement and its components, positioning map, Identity Prism).

c) Brand Audit part B: Exploratory

This is based on **primary** research that you will conduct, based on the materials we review in Session 5.

- Teams will submit their research/sampling proposal and discussion guide for review and feedback by March 14. After approval, teams can begin the data collection process.
- During the week of April 7, teams can book individual meetings with the instructor to discuss their research findings.

d) Recommendations

This is based on your findings from the two parts of the Audit you have conducted (Inventory & Exploratory), the Brand Platform and the issues identified during the process.

The goal of the assignment is to understand the sources of equity of your brand and make *actionable recommendations* to improve it, based on the research-driven brand audit that you performed.

Your Recommendations should be specific and described in detail. They should directly address the problems you diagnosed. You should explain why you think they will succeed in fixing the problem.

In the final presentation you will put together the 2 parts of the Brand Audit you have conducted (Brand Inventory & Brand Exploratory) and the Brand Platform. Based on these, you will draw conclusions about the *brand's sources of equity and differentiation, positioning, and diagnose weaknesses and problems that need to be resolved*. Your Recommendations should provide concrete and detailed solutions to the problems you diagnosed.

ChatGPT & Recommendations: For the development of the recommendations, **after** you have come up with a list of your own ideas, you will also use AI. The goal is to learn how to best utilize this tool to improve your work. The final presentation will include a few slides devoted to explaining and reflecting on your use of the tool. Specifically, it should include the following:

- One-two slides highlighting and justifying the differences between your own initial recommendations, the ChatGPT 'raw' recommendations and the final recommendations you presented. In other words, an explanation of how you evaluated & further developed the ideas provided by ChatGPT. This should also include some reflection and takeaways on the use of this tool as a brand manager.
- In the Appendix, you will include screenshots of your prompts & output, and also state the version of ChatGPT used, if paid or free.

e) Presentation

Each group will have 20 minutes to present, followed by 5 minutes of Q&A by the instructors.

Follow a consulting style presentation, keeping in mind this is not a report to be read. Make use of the theoretical models we've learned in class, including brand architecture, brand equity, positioning & differentiation, as well as other models you've learned in your other marketing courses, including the 4Ps, 7Ps, decision making funnel, portfolio management, etc.

The goal is *not* to provide a 'laundry list' of individual findings, but to critically select those findings that are important and relevant, and integrate them into one cohesive story. The value of your contribution lies in offering an explanation and interpretation of what your findings *mean* for the brand. Don't just describe what you found. Explain why what you found means something important for the brand. The findings that you

report are those that serve a purpose in building your story and make a strong case for your recommendations.

Deciding what information you leave out is just as important (and actually more difficult) than deciding what information to include. Use the appendix for the detailed support slides (like full results if needed, discussion guide used, etc). Slides in the Appendix are deemed secondary and not critical to the understanding of the work.

The presentation is part of your examination for the course. As such, using notes, phones and tablets while presenting is not allowed. All team members must be present during the group presentation. In case of absence, a penalty will be applied to the individual grade of the student.

Presentation Assessment criteria

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| <p>1. Brand Audit</p> <ul style="list-style-type: none"> • Quality, depth & breadth of Brand Inventory analysis • Quality, depth & breadth of the Brand Exploratory analysis • Quality & depth of the Brand Platform • Conclusions of Audit: Identification of sources of brand equity, current problem diagnosis, problems clearly defined & justified | <p>[10 pts]</p> |
| <p>2. Recommendations</p> <ul style="list-style-type: none"> • Recommendation appropriateness and completeness based on problems identified • Recommendation development depth • Recommendation breadth & creativity • Correct usage and reflection on ChatGPT | <p>[7 pts]</p> |
| <p>3. Overall Presentation</p> <ul style="list-style-type: none"> • Organization, flow, professionalism & overall project management • Quality of answers to judges • Time management | <p>[3pts]</p> |

Deliverables & due dates

- **Research design & discussion guide** [Due: March 14, 7pm].
This is a non-graded component. If the work is deemed of very poor quality a penalty of up to 1 point may be applied to the final group project grade. You will receive feedback on the research design with emphasis on the sampling, and the discussion guide. This is to ensure that your data collection will be done in a way that allows the successful completion of the group project.
- **Final presentation.** [Due: April 29, 7pm].
Please upload your final file (in ppt or pdf) on Moodle. If your file exceeds Moodle's attachment limit of 100MB, upload using the Wetransfer site, and upload a word document with the wetransfer link on Moodle. **No email submissions will be accepted.** Since this will be a group submission, only 1 member of the teams needs to upload it.
Please use the following format to name your file: 2327_25S2_Brand
For example, if you are working on the 'Toyota' brand, your file name should be: 2327_25S2_Toyota.
On the day of the presentation, the files you submitted on Moodle will be pre-loaded on the computer in the room. You will present from the same file you submitted. No updates will be accepted. If you need to include a video, please upload a ppt version of your file so the video can work.
- **Peer evaluation.** [Due: May 8, 7pm].
The peer evaluation focuses on each member's attention on teamwork skills, team building, collaborative behaviors, and group and individual dynamics. The evaluation will be administered through an online questionnaire. A link to the questionnaire will be sent to you in due time. Evaluations are confidential. This is a mandatory component of the course. ***Students who do not fill out the Peer Evaluation on time will receive a penalty of 2 points in their own individual peer evaluation score.*** No extensions are granted. It is the responsibility of the student to ensure that the survey is submitted.