

BRAND AUDIT / FIVE LENSES

Seeing your brand clearly

A practical evidence-gathering worksheet, based on the five lenses described in JAB's Brand Audit: Essential Questions. Use it to note what you know and what still needs checking.

HOW TO USE

Tick questions where you already have evidence. Use the notes fields for gaps or observations; an unticked box is not a negative assessment.

01 LEADERSHIP & STAKEHOLDERS

Clarity at the top anchors the brand story.

- ☐ Are core values lived out, rather than merely stated?
- ☐ Does the brand personality show through consistently?
- ☐ Does the identity reflect who the organisation really is?
- ☐ Is marketing consistent across channels?

Evidence, examples or unanswered questions

02 EMPLOYEES

Employees can reveal gaps between what the brand promises and delivers.

- ☐ Would employees recommend the brand to someone they know?
- ☐ Do we understand what employees value or dislike?
- ☐ Do we know what prevents delivery of the brand promise?
- ☐ Do we know why employees think customers choose or avoid us?

Evidence, examples or unanswered questions

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External perspectives

Look beyond internal assumptions to understand how the brand is perceived and differentiated.

03 CUSTOMERS

Perception influences trust and loyalty.

- ☐ Do customers understand what the organisation offers?
- ☐ Do we know how customers feel about the brand versus alternatives?
- ☐ Do we understand what problem customers believe we solve?
- ☐ Is it easy for customers to get help?
- ☐ Do we know what would encourage customers to choose us more often?

Evidence, customer feedback or gaps to investigate

04 COMPETITORS

The objective is to find meaningful differentiation, not imitate others.

- ☐ Can we describe how key competitors are positioned?
- ☐ Have we examined the stories they tell?
- ☐ Have we compared their visual style, tone or campaigns?
- ☐ Can we identify an opportunity to break the pattern?

Competitors to review and potential opportunities

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Relationships & next steps

Complete the fifth lens, then identify evidence gaps and priorities before drawing conclusions.

05 PARTNERS & VENDORS

The wider ecosystem can reveal how consistently a brand behaves.

- ☐ Do we know how partners and vendors experience working with us?
- ☐ Do partners see consistency between internal and external branding?
- ☐ Have we asked what competitors do better?
- ☐ Would our partners recommend us?

Evidence, observations or unanswered questions

WHAT REQUIRES FOLLOW-UP?

Strengths and positive evidence

Gaps, contradictions or unknowns

Top priorities for further investigation

Read the guide: jab.sg/brand-audit-detailed-analysis/