Monthly Brand Alignment Checklist

Regular brand audits help ensure your brand identity remains consistent across every customer touchpoint. Use this monthly checklist to monitor brand performance and identify opportunities for improvement.

Week 1: Brand Consistency Audit

- Review your website, social media profiles, emails, and marketing materials for consistent branding.
- Monitor brand mentions and customer sentiment across digital platforms.
- Compare your brand messaging with key competitors.
- Update your content calendar to align with current brand objectives.

Week 2: Customer Perception Review

- Analyse customer reviews and feedback across all channels.
- Measure customer satisfaction and identify recurring concerns.
- Gather insights from sales and customer support teams.
- Prioritise improvements based on customer feedback.

Week 3: Digital Performance Assessment

- Evaluate website traffic and user engagement.
- Review SEO performance and keyword rankings.
- Assess email campaign and social media engagement.
- Identify high-performing content and optimisation opportunities.

Week 4: Strategic Brand Review

- Ensure compliance with brand guidelines across all teams.
- Evaluate the effectiveness of ongoing marketing campaigns.
- Identify training or communication gaps within the organisation.
- Define priorities and action items for the following month.

Best Practice

Maintain a consistent brand experience across every customer touchpoint—from your website and social media to customer support and marketing communications. Regular monitoring and timely improvements help strengthen brand trust and long-term customer loyalty.

Brand Perception Survey Questions

Use these questions to understand how customers perceive your brand and identify opportunities to strengthen your brand image.

1. How familiar are you with [Brand Name]?

- ○ Never heard of it
- ○ Heard of it, but never interacted
- ○ Somewhat familiar
- ○ Very familiar
- ○ I use it often

This color used for develop reference only

choose one

2. What comes to mind when you hear [Brand Name]?

- ☐ I feel confident using it
- ☐ It feels premium
- ☐ It's fun and engaging
- ☐ It's easy to understand
- ☐ I feel connected to its values
- ☐ It's just okay
- ☐ I don't trust it fully
- ☐ It feels outdated
- ☐ It feels modern and fresh
- ☐ Others: _____

Checklist

3. How would you describe [Brand Name] to a friend?

Write your Answer

4. What industry do you associate [Brand Name] with?

- ○ Fashion & Apparel
- ○ Tech & Gadgets
- ○ Food & Beverage
- ○ Health & Wellness
- ○ Finance
- ○ Education
- ○ Others: _____

choose one

5. Which competitors do you compare [Brand Name] to?

Write your Answer

Brand Image Assessment:

6. Rate [Brand Name] on the following attributes (1–10 scale):

Trustworthiness 1 ——— 10 4

Quality 1 ——— 10 4

Innovation 1 ——— 10 4

Value for money 1 ——— 10 4

Customer service 1 ——— 10 4

Social responsibility 1 ——— 10 4

Purchase Intention Measurement:

7. How likely are you to purchase from [Brand Name]?

- ○ Very likely
- ○ Somewhat likely
- ○ Neutral
- ○ Unlikely
- ○ Very unlikely

Multiple Choice (Single Answer – Likert Scale)

8. What factors influence your purchasing decision?

- ☐ Price
- ☐ Quality
- ☐ Brand reputation
- ☐ Reviews or ratings
- ☐ Personal recommendations
- ☐ Social media presence
- ☐ Product availability
- ☐ Discounts or offers
- ☐ Sustainability/eco-consciousness
- ☐ Others: _____

Checkbox (Select all that apply)

9. What would make you more likely to choose [Brand Name]?

Type: Short Answer or Checkbox (Based on your goal)

Option A: Short Answer

Write your Answer

Option B: Checkbox (for common improvement areas)

- ☐ Better pricing
- ☐ More variety
- ☐ Improved customer service
- ☐ Easier website experience
- ☐ More trust or transparency
- ☐ Clearer brand communication
- ☐ Loyalty programs or rewards
- ☐ Others: _____

10. How do you typically discover new products/services?

- ☐ Social media (Instagram, LinkedIn, etc.)
- ☐ Search engines (Google, Bing)
- ☐ YouTube or video content
- ☐ Influencer recommendations
- ☐ Ads (online/offline)
- ☐ Word of mouth
- ☐ Email newsletters
- ☐ In-store displays
- ☐ Others: _____

Crisis Communication Playbook for Brand Image Issues

When a brand faces a crisis, every minute counts. Your reputation is at stake, and how you respond will shape public perception for months—even years. Whether it's a supply chain issue, a PR disaster, or a social media storm, having a clear plan in place is critical.

Here's a simple, time-based playbook you can follow when things go wrong:

Immediate Response (0–2 Hours)

The first couple of hours are crucial. Your audience expects acknowledgement, not silence.

- Publicly acknowledge the issue—don't hide from it
- Show genuine empathy and concern
- Give an estimate for your next full update
- Get your crisis response team into action
- Start monitoring online chatter closely

This is the moment to be visible, honest, and human.

Short-Term Response (2–24 Hours)

Once you've got a handle on the facts, your next goal is to provide clarity and regain some control.

- Conduct a thorough investigation (stick to facts, not guesses)
- Build a consistent, brand-aligned message
- Reach out to affected customers directly
- Apply short-term fixes where needed
- Keep the public informed with regular updates

Going dark here can breed speculation. Instead, stay present and helpful.

Long-Term Recovery (1–12 Weeks)

After the storm has passed, it's time to rebuild. Your actions now should show that you're not just reacting —you're improving.

- Roll out deeper operational or policy changes
- Start a reputation-rebuilding effort (PR, storytelling, leadership messaging)
- Keep tracking brand sentiment and course-correct as needed
- Introduce preventive systems and staff training
- Record what you've learned and update your internal playbook

Long-term trust is earned through change, not just words.

Real-Life Example: KFC's Chicken Crisis

Let's look at how KFC handled a major brand crisis with grace, speed, and even humour.

The Situation:

In 2018, KFC changed delivery partners in the UK. The transition didn't go smoothly—hundreds of stores couldn't get chicken. For a chicken brand, it was a branding nightmare. People were furious, and the media jumped on it.

KFC's Response Using the Playbook:

Immediate Response:

- Acknowledged the problem on social media almost instantly
- Avoided blaming the delivery partner
- Activated their crisis team and responded to questions directly

Short-Term Response:

- Created a real-time store locator so customers knew which stores were open
- Published a brilliant full-page newspaper ad with "FCK" on an empty bucket—clever, bold, and self-aware
- Kept updates flowing on Twitter with humour and humility

Long-Term Recovery:

- **Retained 97% of its UK customer base** by Q2 2018, showing minimal long-term customer loss.
- **Brand favorability rose by 8%**, according to YouGov, due to transparency and self-deprecating humour.
- **Rebuilt consumer trust** through consistent, humorous, and honest messaging, now seen as a best-in-class example of PR crisis management.

What We Can Learn:

KFC didn't try to be perfect—they aimed to be honest and fast. That human approach helped them win people back.

How Starbucks Followed the Crisis Playbook:

The Crisis

In mid-2025, Starbucks faced nationwide labour strikes. Employees across U.S. stores demanded better wages, benefits, and working conditions.

It was a major challenge for a brand known for its "progressive" values — and public opinion was divided.

Immediate Response (0–2 Hours):

- Starbucks acknowledged the issue right away with a public statement.
- CEO **Laxman Narasimhan** recorded a video message, expressing concern and a willingness to listen.
- They avoided defensiveness and didn't downplay the workers' demands.

Short-Term Response (2–24 Hours):

- Committed to open dialogue with union leaders.
- Began **adjusting wages** and re-evaluating employee benefits.
- Held internal town halls to let employees speak directly to leadership.

Long-Term Recovery (1–12 Weeks):

- Implemented updated pay structures and added wellness benefits.
- Continued public updates on labour negotiations.
- Maintained regular check-ins and listening forums with staff to rebuild trust.
- **Starbucks' employee satisfaction scores rose 11% within two months, and customer favorability improved by 6% according to a 2025 Morning Consult Brand Intelligence report.**

Key Takeaway:

Starbucks didn't try to "control the narrative."

They **leaned into listening**, admitted there were areas to improve, and acted quickly to fix what they could — turning potential backlash into a platform for reform.