

Method Mark
Brand Strategy Company
methodmark.co

Email: Micah@methodmark.co
Phone: 402.658.7812

ACME INC. BRAND EVALUATION

OCT 14, 2019

BRAND EVALUATION

OVERALL BRAND



Acme Inc. has good consistency of messaging. It appears you're saying similar things across most channels and touchpoints. We also noticed relatively high engagement on a few social channels like Facebook, which is promising. Great brands are consistent brands.



Visually, the brand has a lack of consistency across all touch points. Acme Inc. struggles with many different styles and executions of images on social channels, websites, and print materials. Great brands build trust through consistency and we'd like to see Acme Inc. be much more aligned across all brand touchpoints.

MESSAGING



There appears to be a key message of "build with Acme" that is used in multiple places. This messaging aligns well with your desire to be a collaborative brand. We also like to see consistency, and we found this message on business cards, websites, and social channels. The message "Acme can help you grow" is also a message that supports the brand strategy.



There is a lack of connection between much of the stated strategy and the messaging. You should make the Acme customer a hero of the story. A lot of messaging is about Acme Inc and not about the customer. Use less "we" language and more "you" language in the brand.

WEBSITE



The Acme Inc. website shows up when searching your name as the number two result, which is a great start. People looking for you will find you on Google. Page load speeds are fast and the website is responsive, which means it can be used on mobile devices. 52% of the website traffic comes from mobile.



The website lacks visual and messaging consistency. We also noticed few calls to action. The bounce rate, or rate at which people leave your site, is 71%. That means people come to one page and then leave. The site should likely be redesigned to provide more helpful information and drive people to learn more about the company. The site is not capturing customer interest and driving leads.

BRAND EVALUATION

SOCIAL MEDIA



Acme Inc. is currently active on Facebook, Twitter, and Instagram. This is a great start. It assures that your customers can find you and boosts your search engine value.



Acme Inc. is a professional services company but is not active on LinkedIn, the number one social channel for professionals. We noticed that the social media content is mostly about Acme Inc. Make your customer the hero of the story and create more content about how your customers are more successful because of Acme.

LOGO / COLOR / TYPE



Your primary brands colors and type support the strategy well. Acme Inc. desires to be a safe, established, and trusted brand. The brand blue is a trusted color, which is ideal. The sans-serif type communicates a safe and established company.



The Acme Inc. logo is not very unique and memorable. It also appears to have two different versions. Consistency is key. Being unique and memorable is important. The brand blue is trusted and established, but not very unique to Acme. We would encourage a refined logo and color palette that is more memorable.

PRINT



Acme business cards are clear and present the brand well. The messaging on the back of the card is helpful, memorable, and focused on the customer.



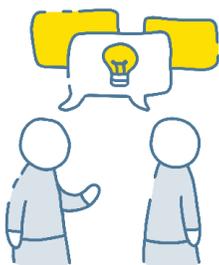
The two sales brochures the Acme Inc. uses for customers are dated and contain old photos, messaging, and brand elements. One has an old version of the logo. One contains a headshot of an employee no longer with the company. These print pieces should be updated to be more effective. New pieces would help increase trust in the Acme Inc. brand.

SUMMARY

ACME NEEDS REFINEMENT

The Acme Inc. brand has been around for 27 years without a refresh. Over that time things have become a bit confused. The foundation is solid. We would encourage a focus on refining the visuals to align better with your current customer. We would also encourage a refinement across the brand identity.

- 1 Be active on LinkedIn**
- 2 Less “we” and more “you”**
- 3 Tell customer stories**
- 4 Refine the brand identity**



BRAND WORKSHOP

Method Mark offers workshop that helps your clients refine their brand strategy. In this workshop we guide leadership teams towards clarifying vision, purpose, audience, core products, and attributes. Our workshop helps you build internal unity and create a clear foundation for future work.



SOCIAL MEDIA JUMPSTART

Social media success requires great content, but many of our customers need assistance in building those pieces. With this product our team does a quick sprint to build a library of content your team can use for social media and websites. This might include photos, videos, illustrations, blogs, and more. It can be for just one channel or multiple networks.



Method Mark
Email: Micah@methodmark.co
Phone: 402.658.7812