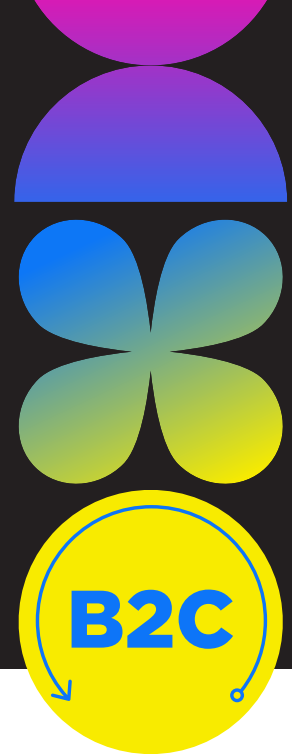


# IS YOUR BRAND KEEPING UP?

From everything A through Z, we help franchise brands stay relevant, consistent and built to grow. This checklist is a strategic tool to evaluate how well your brand is connecting with today's customer — and discover where there's room to sharpen your strategy.



## 1. How relevant is your brand to today's customer?



Consider the following to help you evaluate your score:

- Are you still solving a real need, or just delivering what you always have?
- Have your customers' values or habits shifted — and have you kept up?
- Are you gaining new customers while retaining your existing ones?
- Are newer competitors gaining ground because they feel more in touch with today's consumer?

## 2. How strong is your key differentiator — is it clear, compelling and backed by proof or a unique experience?



Consider the following to help you evaluate your score:

- Can you clearly articulate what sets you apart from your competitors?

## 3. How well are you targeting the right audience and speaking to them in a way that truly connects?



Consider the following to help you evaluate your score:

- Have you reviewed and revised your target audience in the past three years?
- Do you have a clearly defined audience profile, or are you casting too wide a net?
- Does your messaging reflect their real needs, emotions, and behaviors — and does your creative content resonate, or just check a box?

## 4. How well does your brand asset library support how people are finding your brand?



Consider the following to help you evaluate your score:

- How well do your brand assets, such as photography, reflect your products or services? Note that today Google and LLMs reward branded content above stock or AI-generated content.
- Are your assets older than four years; do you still have license to use them in marketing?
- Do you have a range of photo and video assets to leverage, including campaign focused, product/service and organic social?
- Is your imagery fresh and on brand, or starting to feel generic?

## 5. How consistently does your brand show up across all touchpoints — from digital to in-store to local activations?



Consider the following to help you evaluate your score:

- Is your brand's look, feel and voice consistent from national to local marketing?
- Do franchisees have the tools, assets and support they need to execute seamlessly and stay on brand?
- Is your brand easily found, and does it have web search prominence?

## 6. How well does your current partner or agency understand the unique needs and complexity of franchise marketing, especially in today's changing AI landscape?



Consider the following to help you evaluate your score:

- Do they have a clear strategy for balancing national brand consistency with local market relevance?
- How effectively does their creative reflect both your brand identity and the realities of franchise-level execution?
- Are their marketing and media plans tailored to drive results across multiple locations and markets?
- Do they understand the franchisor/franchisee relationship and how that impacts marketing decisions, communication and performance?
- Do they focus on tracking metrics that actually matter — like online inquiries, appointments or sales — rather than vanity metrics like impressions and clicks?

### TIME TO ADD UP YOUR SCORE:

6–13: Time to rethink the game plan.

14–21: Close! Just needs refining.

22–30: You're set. Let's go!

## NOT QUITE THE RESULTS YOU EXPECTED?

Every strong strategy starts with honest insights.

Let's talk about what's next.

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