

The **brand audit** process explained.

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Introduction + Overview:

Hello!

- > What's a brand audit?
- > Outcome of a brand audit
- > What are the benefits?
- > Two case studies
- > Some tips + tricks
- > Resources for further information.



**"You have to stay true
to your heritage;
that's what your brand is about."
Alice Temperley MBE**

Alice Temperley MBE is a London-based fashion designer who launched her fashion label Temperley London in 2000. She has been described by American VOGUE as "the designer making the biggest waves in British fashion".



A question to begin:

What's a brand audit?

A brand audit ensures:

- > You're identifying and protecting your valuable intangible assets
- > the brand identity is used in the right manner at all times and in all applications
- > everyone across the organisation is on the same page.



The outcome.

- > Identification of potential IP/TM
- > New products and services
- > Knowledgeable staff
- > Knowledgeable board and senior executives
- > Ongoing protection of your asset.



Why TM?

The benefits?

The benefits of a brand audit are:

- > It identifies new intellectual property that requires protection ie, Trade marks
- > Alignment of business and brand strategy
- > It differentiates your goods and services from your competition
- > It makes good business sense
- > Is easier to defend for infringements.



Case Studies:

Teak Yew. + QIMR Berghofer.

> **Teak Yew** *Asset Management Consultancy*

Since 2004 Teak Yew has been helping businesses succeed and grow in the ever-changing business environment.

> **QIMR Berghofer** *Queensland Institute of Medical Research Berghofer*

The world leading medical research institute focused on cancer, infectious diseases, mental health, and chronic disorders.



Helpful Hints!

Tips + Tricks.

- > Regular audits are important
- > Use your strategic plan as the guide
- > If new products and service offerings are identified, stop and do the TM checks
- > Think long-term and consider future products and services
- > Ensure there is an ongoing process via annual audits—maintenance is the key.



Resources.

- > Australian Government: business.gov.au
- > Brand Audits: brandaudits.com.au / christinemooddy.com.au
- > IP Australia: ipaustalia.gov.au
- > National Retail Association + NRA Legal: nra.net.au
- > Trade Marks Act 1995: legislation.gov.au
- > Trade Marks Regulations 1995: legislation.gov.au



Further information?

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About Christine Moody

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Christine Moody is one of Australia's leading, multi-award-winning brand strategists, trade mark advocate, and founder of brand management consultancy Brand Audits. With more than 35 years' professional experience, Christine has helped a large number of both local and international high-profile brands with a challenging and diverse range of strategic brand projects.