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 Templerley 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 makeing the biggest waves in British fashion".

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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 servicesfrom 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 Intitute of Medical Research Berghofer

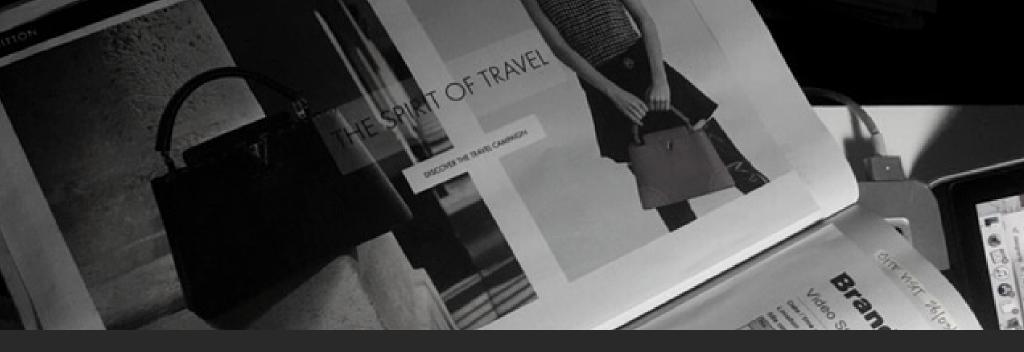
The world leading medical reseach insitute focused on cancer, infectious diseases, mental health, and chronic disorders.



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 / christinemoody.com.au
- > IP Australia: ipaustralia.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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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.