HOPFORWARD

Brand Audit

Your Brewery / Business:

_____

Rate each of these out of 10.

Logo

0 **10**

Strapline

0 **10**

Visual Elements

0 **10**

What We Offer

0 **10**

Messaging & Voice

0 **10**

Marketing

0 **10**

HOPFORWARD

Brand Audit

Positioning in the market

0 10

Delivering on your promise

0 10

Your Brewery's Mission

0 10

Your Core Values

0 10

Knowing *who* you are as a business

0 10

Give your brand an overall rating

0 10

For more info on beer, brands and business check out our weekly podcast at
www.hopforward.beer