

Brand Plan Audit

Capabilities Overview

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Brand Plan Audit

Discovering the full potential of your brand

Even the most well-intentioned brand plans can lose sight of the forest for the trees or fail to gain the buy-in needed to realize your strategy. Providing an objective critical lens can help ensure your brand plan provides your team with a clear route to success.

We will partner with you to critically assess your brand plans against predefined objective criteria founded on strategic best practice to deliver clear and pragmatic recommendations on how to take your brand further.

Why Lumanity?

- Best-in-class strategic techniques and principles that ensure a traceable connection, or Red Thread, from Ambition through Insight to Strategy and Tactics
- Our critical thinking framework and expert teams ensure confident strategic choices - delivering a robust, implementable plan, endorsed by your critical stakeholders

Our approach to brand plan Audit



Overall plan retrospective

Review last year's plan in light of market and brand evolution with a view to identifying key learnings and areas of focus for this cycle.



Deep dive on data and analysis

Review the data and analysis to understand degree of rigor, appropriateness of analysis and soundness of interpretation.



Assessment of suitability/clarity of strategy

Consider whether strategy adequately addresses the environmental and competitive challenges, and whether it provides clear direction and makes clear choices.



Evaluation of story flow and cohesiveness

Assess the extent to which the plan has a logical flow based on best practice planning and how conclusions follow from one section to the next.

We can help you

Offer an objective third party perspective on brand plan robustness and clarity of communication.

Pressure test plans to ensure they withstand the current and future environmental and competitive landscape.

Provide view on areas of strength and weakness of plan and priorities to focus on for next cycle.

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Example Case Study

Applying a critical lens to an existing brand plan to ensure it provides a clear route to success

Melanoma

The Client

A leading global pharmaceutical company seeking to maximize the returns from a rapidly growing market leading brand in melanoma.

The Business Challenge

Providing an in-depth review of melanoma brand plan to enable an objective third party perspective on its robustness and clarity of communication.

Our Approach

- Assessment of extent to which the plan had a logical **story flow and cohesiveness** based on best practice planning and how conclusions followed from one section to next – ***ensuring the case was made effectively to senior management***
- Consideration of whether strategy adequately **addressed the environmental and competitive challenges**, and whether it provided **clear direction** and made **clear choices** – ***checking that opportunities were being sufficiently exploited***
- Review of the data and analysis to understand the **degree of rigor, appropriateness of analysis** and **soundness of interpretation** - ***maximizing confidence in the brand strategy***
- Review of the overall appearance of the plan, including its ability to engage and ease of navigation – ***allowing the brand plan to be useful as a stand-alone document***

Outcome

- A detailed assessment of existing brand plan including strengths, areas for improvement, quick wins, and analysis of performance against the four key themes
- Recommendations on how to elevate the brand plan to ensure that it provides clarity of direction and cohesiveness, can withstand environmental and competitive challenges, demonstrates rigor in analysis, and can engage cross-functional team
- Enabled the brand team to put the case for additional investment to capitalize on success

