**[](https://www.smartsheet.com/try-it?trp=11866&utm_source=template-word&utm_medium=content&utm_campaign=Brand+Strategy+Annual+Review-word-11866&lpa=Brand+Strategy+Annual+Review+word+11866)A picture containing outdoor object, sport kite, colorful, envelope

Description automatically generatedBRAND STRATEGY ANNUAL REVIEW TEMPLATE**

BRAND

STRATEGY

ANNUAL REVIEW

Brand Name

BRAND MANAGER NAME

BRAND MANAGER

00/00/0000

A group of colorful kites

Description automatically generated with low confidenceTable of Contents

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# A picture containing text, accessory, umbrella, stationary Description automatically generatedBRAND PERFORMANCE SUMMARY

Summarize the brand’s performance over the past year.

Include a broad overview of the goals you’ve reached and haven’t reached during the previous year.

|  |
| --- |
|  |

# A picture containing text, accessory, stationary, envelope Description automatically generatedCOMPETITOR ANALYSIS

List your current competitors and describe the current year’s market environment.

Analyze how these two factors have shifted during the past year.

Provide recommendations for how the brand will respond to changes in the competitive landscape.

CURRENT YEAR

ANALYSIS

RECOMMENDATIONS

|  |  |  |
| --- | --- | --- |
|  |  |  |

# Chart Description automatically generatedSOCIAL MEDIA ANALYSIS

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CURRENT NUMBER OF FOLLOWERS | FOLLOWER LAST YEAR GOAL | FOLLOWER NEXT YEAR GOAL | MONTHLY REFERRAL TRAFFIC | % OF  CHANGE  LAST YEAR | % OF  CHANGE  LAST MONTH | CLICKS PER POST  LAST YEAR | CLICKS PER POST  GOAL |
| FACEBOOK |  |  |  |  |  |  |  |  |
| INSTAGRAM |  |  |  |  |  |  |  |  |
| TWITTER |  |  |  |  |  |  |  |  |
| LINKEDIN |  |  |  |  |  |  |  |  |
| TikTok |  |  |  |  |  |  |  |  |
| SNAPCHAT |  |  |  |  |  |  |  |  |
| PINTEREST |  |  |  |  |  |  |  |  |
| TUMBLR |  |  |  |  |  |  |  |  |
| YOUTUBE |  |  |  |  |  |  |  |  |
| OTHER |  |  |  |  |  |  |  |  |
| OTHER |  |  |  |  |  |  |  |  |

## A picture containing text, accessory, umbrella, stationary Description automatically generatedSocial Media Analysis + Recommendation Summary

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# A picture containing text, accessory, umbrella Description automatically generatedCOMMUNICATION STRATEGY

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Conduct a SWOT analysis of your current communication strategy.

Set new SMART objectives and metrics.

## SWOT Analysis

Analyze how you are currently communicating with your target audience.

|  |  |
| --- | --- |
| INTERNAL FACTORS | |
| STRENGTHS + | WEAKNESSES – |
|  |  |
|  |  |
| EXTERNAL FACTORS | |
| OPPORTUNITIES + | THREATS – |
|  |  |

# 

## A picture containing text, yellow Description automatically generatedSWOT Analysis Summary

|  |
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|  |

## A picture containing text, outdoor object Description automatically generatedIdentify SMART Objectives + Metrics

**S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**imely

|  |
| --- |
|  |

## Competitor Communication Analysis

How are your competitors communicating with their audience?

What is working? What is not working?

Shape

Description automatically generatedWhat needs to change in the year ahead?

|  |
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# A picture containing accessory, stationary, envelope Description automatically generatedBRAND PERCEPTION ANALYSIS

Conduct the brand perception survey with a broad segment of your target audience.

Collate the aggregate data. Use the survey form (below) to indicate the number of responses

in each category. Summarize the findings and provide recommendations for the year ahead.

## Brand Perception Summary + Recommendations

|  |
| --- |
|  |

## Brand Survey Aggregate Results

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. | How familiar are you with our brand? | | NOT AT ALL | | A  LITTLE | | | | SOMEWHAT | | | FAMILIAR | | | VERY  FAMILIAR | | | |
|  |  | |  | | | |  | | |  | | |  | | | |
|  |  |  |  |  | | |  |  | |  |  | |  |  | |  |  | |
| 2. | How likely are you to recommend  us to friends  or family? | | Scale of  1 to 10 | | |  | | 3. | | How did you find out about us? | | | Family or Friend | | | | |  |
|  |  | | |  | |  | | Online Search | | | | |  |
|  |  |  |  |  | |  | |  | |  |  | | Magazine, Blog,  or Other Media | | | | |  |
| 4. | What level of trust do you have in our brand? | | Scale of  1 to 10 | | |  | |  | |  |  | | Social Media | | | | |  |
|  |  | | |  | |  | | Other Please specify | | |  | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. | Which words best describe our brand? | | | |  |  |  |  |
|  | Innovative |  | Playful |  | Rebellious |  | Authoritative |  |
|  | Unique |  | Refined |  | Unconventional |  | Classic |  |
|  | Casual |  | Elite |  | Friendly |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 6. | In the time since you first became aware of us, has your perception of our brand changed? | YES |  | 7. | What brand comes to mind when you think of  (product name)? |  |
|  | NO |  |  |

# **A picture containing outdoor object, sport kite, colorful, envelope Description automatically generated**FINAL RECOMMENDATIONS

Based on your analysis, provide overall recommendations for next year’s strategic direction.

Include recommendations for changes to the brand style guide and the brand communication pillars.

Attach supporting documents or expand this section to include more detailed recommendations.

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