IMAGE-IDENTITY GAP ANALYSIS

WHAT

To nurture and sustain a brand effectively, you must be constantly in touch with what your stakeholders (consumers, users, members) think about your brand and what you (your organization) thinks of your brand. It helps to have some language to pull these constructs apart. Brand image is defined as the set of actual associations the consumer has with a brand; Brand identity is defined as the set of aspirational associations the organization would like to have of its brand. Perform a preliminary image-identity gap analysis by capturing the brand associations from these two perspectives (internal + external).

HOW

Step 1: Choose a brand or an organization you want to study. You may do this analysis for your group brand, but it might also be useful to use this opportunity to do analysis on a competitor. We also recommend you finding a partner to do fieldwork with - of course, complete your assignments seperately.

Step 2: Dive in. Get out there. Go talk to a minimum of 5 ‘internal’ individuals and 5 ‘external’ individuals. Aim for a minimum of a 5 minute conversation with each. You will learn a lot from them and their perceptions and experiences with a brand. At some point, ask them: “What five words come to mind when you think of [name of brand]? Probe deeper and ask why if you see or hear inconsistencies i.e. “You first said ‘convenience’, but then you grimaced when you said ‘timing’. Why?”

Step 3: Summarize and visualize your learnings. Briefly address the topic, your process, and your findings. Come up with one recommendation for management that would help diminish the gap.