Cyclical Branding

WORKSHEET

Brand analysis

A4

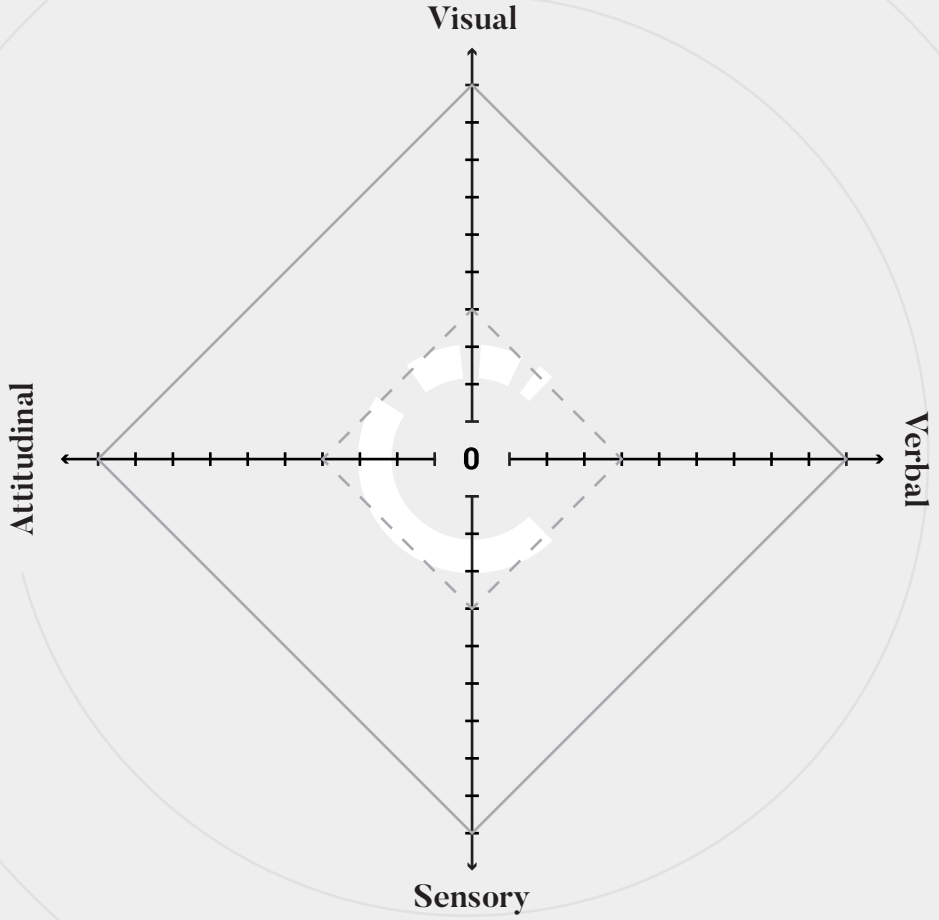
Analysis formula

Aa = Sc / Np

Aa= Average axle
Cs= Channel sum
Np= Number of pieces

Average score

Brand
Logo



Brand values

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

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