



SHABBADU™

THE COMMS AUDIT

THE COMMS AUDIT



**A UNIQUE, THOROUGH ANALYSIS
TOOL THAT WILL ENSURE YOUR BRAND
IDENTITY AND KEY BRAND MESSAGE
ARE BEING COMMUNICATED EFFECTIVELY.**



Custom built program to
maximise your companies
audit requirements.



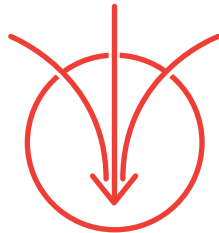
Existing brand communication
evaluated and assessed by industry
experts utilising sophisticated,
tailored software.



Every piece of communication
identified for the audit is put
through a rigorous set of metrics
to examine its effectiveness.

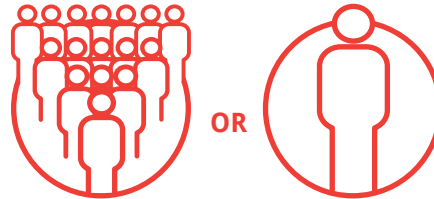
THE COMMS AUDIT ENABLES YOU TO COST EFFECTIVELY SENSE-CHECK YOUR BRAND COMMUNICATIONS

THE AUDIT CAN HELP YOU SAVE MARKETING COSTS BY ASSESSING YOUR CURRENT COMMUNICATIONS TO PROVIDE YOU WITH INVALUABLE FEEDBACK THAT WILL ENABLE YOU TO MAKE EFFECTIVE CHANGES FOR THE BETTER.



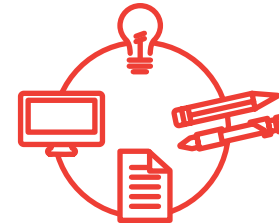
ALIGN INTERNAL DEPARTMENT COMMUNICATIONS

Get the right data to see exactly how and where to align departments in a cost effective way.



FOCUS ON WHOLE ORGANISATION OR JUST ONE DEPARTMENT

A bird's-eye view of your brand's overall communications landscape with the ability to review each piece at a granular level.



REVIEW COMMUNICATION BEING CREATED BY MULTIPLE SUPPLIERS

Regardless of whether it was created internally or externally, digital or analogue, copy writing or design it can reviewed and measured.

THE COMMS AUDIT PROCESS

STEP ONE

- Review brand and/or communication guidelines.
- Arrange and moderate a workshop with communications team to identify content for review.

STEP TWO

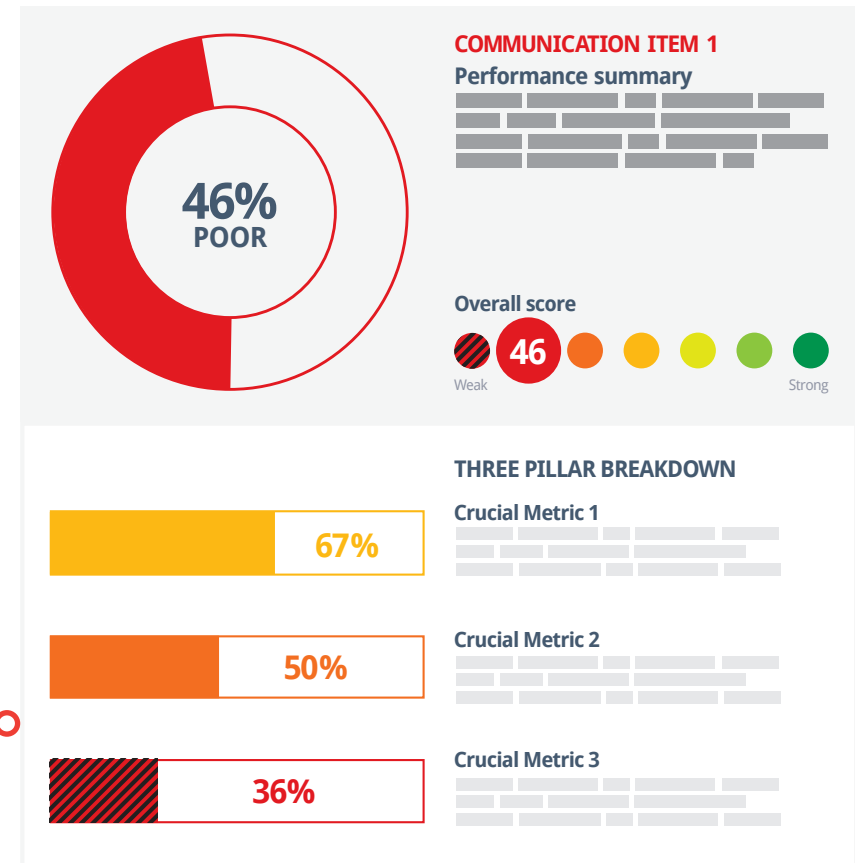
- Develop assessment framework specific to brand requirements.
- Audit 'X' pieces of communication.

STEP THREE

- Develop report on findings.
- Option to create content assessment tool for ongoing support.

INDIVIDUAL ITEM REVIEW

Each item is reviewed against a set of 3 crucial metrics which give each piece an overall score. The score is then ranked from Weak (potentially hazardous) to Strong (professional standard). Comments accompany each score giving a brief rationale.

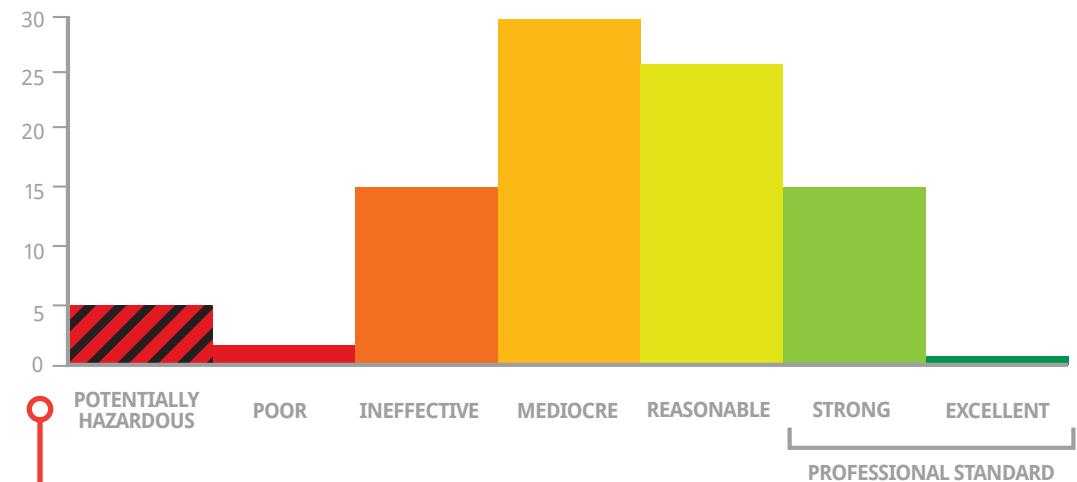


THE COMMS AUDIT BENEFITS

- Identify strengths and weaknesses in current communications.
- Implement support/change where required to ensure brand voice and message is consistent.
- Maximise your marketing spend by communicating effectively to the right audience.
- Sense-check multiple supplier communications effectively and fairly, without bias.
- Gain a bird's-eye view of your brands communications landscape and its effectiveness.
- Identify strengths and weaknesses for internal department communications, making it easier for different departments to produce professional level communications.

ANALYSE MICRO AND MACRO

Once the audit of individual items are complete the results can then be measured. The Comms Audit has the ability to sort results into a number of categories. From company wide to individual author. Digital vs analog or Internal vs external communications.



3 REASONS WHY THE COMMS AUDIT SHOULD BE YOUR 'GO TO' TOOL



Cost effective and detailed analytic report which will identify ways to better engage, interact and communicate with the brand's target market.



Develop measurable objectives for every communication that provide real insight into ROI and community as well as deliver useful data for strategic planning and innovation.



Provides your marketing and communications team with the information they need to succeed.

**TO BETTER UNDERSTAND WHAT YOU NEED TO DO,
FIRST TAKE A LOOK AT WHAT YOU'VE ALREADY DONE**



SHABBADU™

CHALLENGE ACCEPTED