

Brand Operating Assessment

Your brand is described.
But is it governed?

In the future, brand decisions will be taken in a new way

Customers are increasingly no longer asking you what you stand for – they’re asking an AI system. You didn’t write that answer. It’s derived from a thousand signals that your organisation has sent out over the years. Where these signals diverge, the brand becomes unmanageable – and today, that gap is automatically widening at every touchpoint.

A quick and robust assessment of the status quo

The **Brand Operating Assessment** measures the leadership of and through the brand. It positions your brand across the three levels of our **Brand OS** – Identity, Behaviour, Experience – on a clear five-step ladder: Is consistency in your brand experience more a matter of chance? Or is the brand’s impact clearly managed?

We do not offer a large-scale strategy project, but rather a quick, robust assessment of your current position: where do you stand, where is action needed, and what is the single most effective next step?

What you get:

Kick-off

Get to know each other, define the scope and share needs and initial ideas

Assessment

Structured short digital interviews (internal and external), AI representation check; assessment of maturity levels in the Brand OS

Decision Paper

Explanation of maturity rating, level profile and the three most effective next steps; presentation

Brand Operating Assessment

from 25.000 €

including meetings, conducting interviews, LLM analysis and presentation of results

approx. 3-4 weeks from kick-off

[Book a Meeting](#)

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