

# Brand Audit Sprint

For DVFCB members, Whitepenny is happy to offer a complimentary brand audit sprint. This 60 minute session is meant to help take a comprehensive look at your organization and begin the process of identifying future opportunities for differentiation.

## HOW IT WORKS

Whitepenny will walk your team through an exercise that focuses on 1) key audiences / constituencies, 2) foundational brand messaging, and 3) market differentiators. This conversation will focus on helping your company articulate what's happening in your market, where you fit, and how you can best position yourself to stand apart. We'll look at your current brand touchpoints (from visual identity to digital platform) and assess both what's working and what needs improvement. The goal of this session is to leave with a clear sense of next steps and how you can better align who you actually are with how you're seen in the market.

For more information, contact Travis Coley at [tcoley@whitepenny.com](mailto:tcoley@whitepenny.com)