

FAQs

Answers to some of our clients' most common questions...

Q: What brand information do I need to provide to start my Brand Health Check?

A: Once you complete the online booking form, a confirmation email will be sent to you, along with a brand questionnaire and a Brand Asset Checklist for you to prepare and WeTransfer back to us.

Q: How long does the BHC process take?

A: A bronze or silver level Brand Health Check takes 5 business days from the date you send us back your Brand Questionnaire and a sample of Brand Assets . A gold level BHC takes 10 business days, due to the comprehensive nature of the final report and recommendations. It should take you 10-15mins to complete the Brand Questionnaire, and a further 5 minutes to upload your Brand Assets for us.

Q: What brand information do I need to provide to start my Brand Health Check?

A: Once you complete the online booking form, a confirmation email will be sent to you, along with a brand questionnaire and a Brand Asset Checklist for you to prepare and WeTransfer back to us. If you have any questions during this uploading stage, then you can contact support@brandhealthcheck.ie to assist you.

Q: What can I use a Brand Health Check report for?

A: Your Brand Health Report is a valuable business document and can be used for a variety of commercial and marketing purposes. The top reasons clients undergo our BHC are:

- Calibration and Insight for a Marketing Strategy Review
- Preparation for a Business pivot or potential brand repositioning
- As part of Due Diligence when purchasing a Business or Brand
- Competitive bench marketing
- Validation of increased Marketing investment or advertising spend

Q: Who owns the copyright for my Brand Health Check Report?

A: The BHC Report is a confidential report based on a brands intellectual property, so ultimately ownership of the Report sits with the brand owner or client company, once they have paid in full. However, BrandHealthCheck.ie reserves its rights to claim copyright for any terminology, methodology, and design content that is exclusively its own.

Q: What is different about Brand Health Check versus other 'brand audit' services?

A: BrandHealthCheck.ie has been developed by Ireland's leading brand agency, Bradley Brand, using a proprietary brand measurement tool called Brand Health Score (BHS). The panellists that assess your brand using BHS are brand and design industry veterans who have collectively over 100 years' experience in branding.

Q: What format will I receive my Brand Health Check report in?

A: All BHC reports are sent in PDF format. Reports are only emailed to the designated representative of the client company.

Q: I received my BHC report, but I have a few questions; who can I talk with to discuss the results?

A: All reports come with a detailed explanation of the reasons for the scores for each dimension (Strategy, Collateral, Execution, and Overall). If you require further explanation please email support@brandhealthcheck.ie to be referred to one of our panellists.

Q: If I'm not happy with the report can I request a refund?

A: If for some reason you are dissatisfied with the final report, we will endeavour to understand and address your concerns, and rerun the report if necessary, at our own further cost.

Q: What are your payment terms?

A: To commence your Brand Health Check we require a deposit of 50% of the BHC level you have selected; to be paid off invoice (either by EFT, Paypal, or Credit Card) following receipt of your Brand Questionnaire. The balance is due when your BHC Report is ready, generally within 5 days business days of commencement.