

8 REASONS WHY →

YOUR BRAND
IS UNDER-
PERFORMING



01

NO BRAND STRATEGY

The absence of a clearly articulated strategy guiding how your brand is differentiated, uniquely positioned, promoted, presented and placed in the market



MESSAGING THAT DOES NOT RESONATE

02

Limited or poor response to your brand or marketing communications, is an indication of a disconnect between your audience targeting and messaging strategy

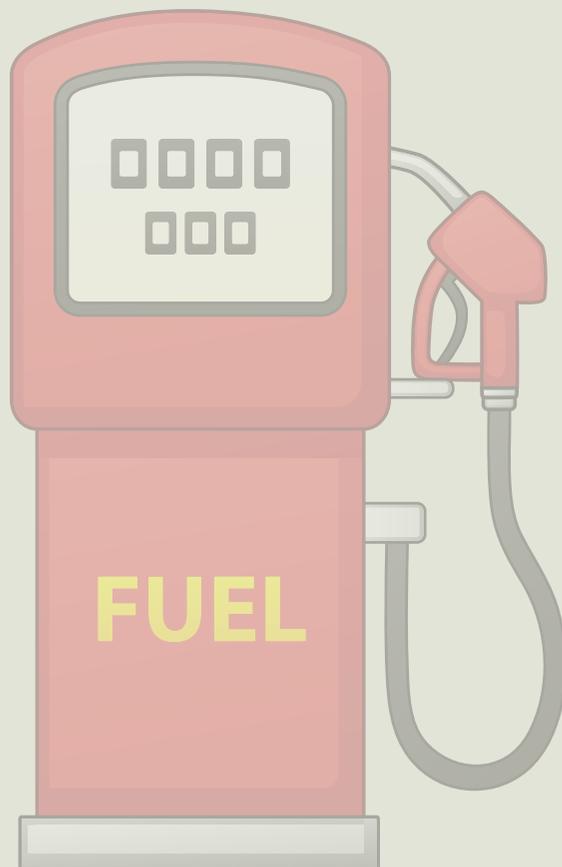
03

ABSENCE OF A BRAND NARRATIVE

Every Brand needs a compelling story that explains how it came to be and where it wishes to go

This is what determines how far the Brand travels

Your Brand cannot travel further than your narrative can take it



NO MISSION OR STRONG VALUES

A Brand that stands for nothing will fall for anything

04

The absence of recognizable values to guide your way of doing things is likely to cause problems sooner or later

05

NO PERSONALITY; ZERO CHARISMA

A Brand without charismatic pull in terms of how it communicates, operates, manages relationships etc. will never be a leading Brand

People are drawn to character, consistency and charisma ..



06

INSUFFICIENT MARKET RESEARCH AND DATA

Research and Data is the starting point to creating and implementing an effective Brand Strategy

The absence of high quality data leaves your Brand groping in the dark

UNCLEAR TARGET MARKET

A lack of clarity about the target market would lead to confusion and disorder

A Brand can only engage with the market that it is uniquely positioned or designed to reach

Strong Brands are built on hard data and facts not on wishes and dreams ..



07

ABSENCE OF BRAND TARGETS, METRICS OR KPIS

The only way to tell if your Brand is performing well in the market is by developing relevant metrics and KPIs that the entity can work towards achieving in a purposeful manner

08

The absence of a structured, tailored and pre-approved measurement framework leaves your Brand without clear direction on *what success looks like* and how to work towards achieving it



**EMAIL US IF YOU
WOULD LIKE HELP
WITH YOUR BRAND
STRATEGY**



consulting@solaabuluassociates.com

learn.solaabuluassociates.com

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