



Before You Brief the Next Campaign, Ask This One Question

The question is this: does every asset currently deployed in my brand's name – across digital, print, physical, outdoor, and environmental – actually meet the standard I am asking my next campaign to build on?

For most organisations that have been operating for more than three years, across more than one agency or internal team, in more than one market or channel, the honest answer is no. Not definitively no – but not definitively yes either. And "not definitely yes" in brand terms is the same as "there are gaps." And gaps are costing money.

The Compounding Effect of Brand Drift

Brand fragmentation does not happen in a single event. It accumulates – gradually, over campaign cycles, agency handoffs, supplier changes, market expansions, and rebrands that were never fully executed across the full asset estate. By the time most organisations recognise it as a problem, the drift has been compounding for years.

Each cycle of the campaign adds new assets to a landscape where old, off-standard materials are still in circulation. The new campaign is built on a foundation that is not fully aligned – and no matter how good the new work is, the cumulative brand signal the market receives is inconsistent.

"A rebrand is a new standard. The audit is what confirms it's actually being held. Most organisations never complete their rebrands – because they never find out where the old standard is still in use."

What the Audit Reveals

A Brand Asset Audit is not a creative review. It is a systematic diagnostic of every asset your brand deploys, assessed against four criteria: Is it current (does it reflect the current brand)? Is it compliant (does it meet the brand guidelines)? Is it performing (is it appropriate for the channel and context in which it is being used)? And is it needed (are there legacy assets still in circulation that should have been retired)? The output of that diagnostic is a remediation roadmap – prioritised by commercial risk, not by design preference.

The Right Moment for an Audit

Five moments consistently justify a Brand Asset Audit: before a major campaign launch, during or immediately after a rebrand, ahead of a funding or investor round, before entering a new market, and following an acquisition or merger. In each case, the audit provides the factual baseline that makes every subsequent brand decision more defensible – commercially, strategically, and operationally.

It is also worth noting what the audit is not. It is not a strategy exercise. It is not a creative brief. It does not require the organisation to change direction, rebrand, or spend more on production. It simply establishes the truth about where the brand currently stands – and that truth is almost always more actionable than the assumption that things are broadly fine.