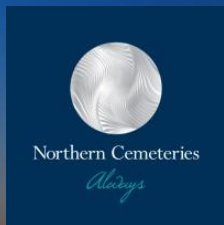


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## BRAND AUDIT

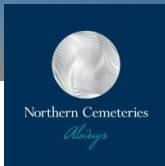
### Case Study – Northern Cemeteries



**DISCOVER**



# THE COG STRATEGY APPROACH TO A BRAND AUDIT

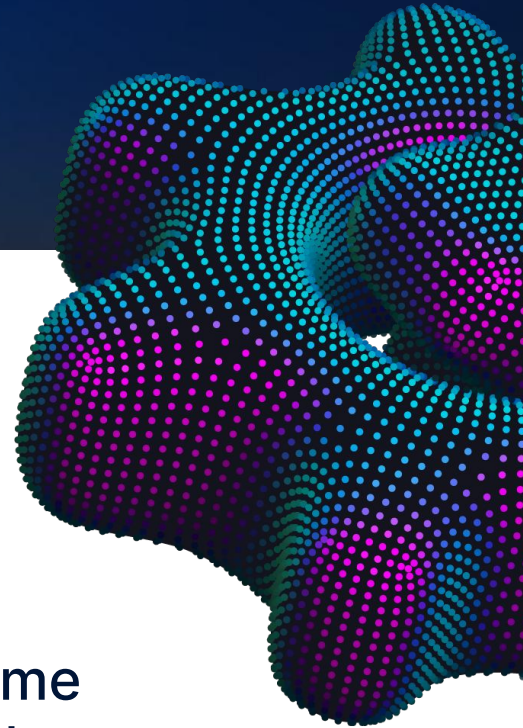


This document will introduce you to one of the COG Strategy Brand Audit projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

**START!**



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**Northern Cemeteries**  
Brand Audit

October 2019  
Prepared by COG Strategy

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# WHAT WE KNEW FROM THE START

Northern Cemeteries approached COG Strategy with a brief to perform a Brand Audit prior to considering various business opportunities such as merger and acquisitions, rebranding and corporate restructuring.

The Northern Cemeteries Brand Audit is a measure of a brand's performance against key business objectives and evaluates industry presence.

Northern Cemeteries is a funeral, burial and cremation services brand that consists of five unique sites located on Crown land in New South Wales. A not-for-profit organisation that is unique as a brand yet fundamental as a service.

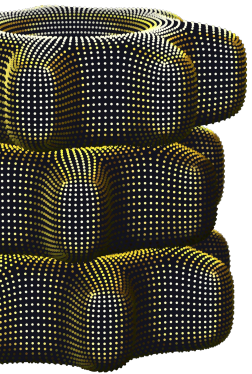
With a diluted brand across numerous geographic locations and online and offline touchpoints, there was to be a broader review to understand the brand equity that existed. Ideally to ascertain what brand actually means to a brand that is purely focused on death.



# ABOUT THE CLIENT

Northern Cemeteries is a not-for-profit organisation with five unique cemetery sites, four located on Sydney's North Shore and Sandgate Cemetery located in Newcastle. Each location has its own distinct personality catering to diverse communities with individual cultural, traditional and religious needs.

A not-for-profit organisation, the Northern Cemeteries team is passionate about providing excellence in customer service and customer experiences across each location. From family consultants and chapel commissionaires, to burial, cremation and horticultural teams, we ensure a thoughtful and considered experience. Our vision is to ensure that everyone in the community has access to respectful, dignified services and memorialisation.



Northern Cemeteries

*Always*





COOstrategy

## Brand Inventory

### Corporate Identity Components



ALWAYS FROM 100HT  
There is only one element that defines the  
Product and Services: The "Corporate" Font

# FROM THE CLIENT

*“An very interesting review of what brand perception is for a organisation like ours. Very useful and detailed account of our brand assets and our marketing efforts.*”

- [Evelyn Santoro](#)  
CEO



Northern Cemeteries  
*Always*



# THE COG STRATEGY SERVICES IN THIS PROJECT.

## RESEARCH PHASE

The COG Strategy approach at research phase is to align the most appropriate research type.

For this project we performed qualitative research, focus groups, data mining, digital analytics, market analysis, interviews, market segmentation, competitor activity analysis, and in market activity audits.

We assess, we think, we engage.

## BRAND AUDITING

The Brand Audit Service by COG Strategy Agency Sydney is a comprehensive review of an existing brand and business. This projects we worked towards restructuring the identified parts of the business under review to produce better business results and build brand equity.

The goal is to determine the strength of brand to understand what the opportunities are for improvement.

## DELIVERING INSIGHT

A key part of this project was the delivery of 'insight'.

Brand insights are all about how well you know and understand your brand and how it aligns with your target audience needs.

It is an umbrella term that covers metrics like brand awareness, brand perception, brand integrity, brand trust, as well as a brand's value proposition and mission.







# MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Strategy for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Auditing a heavily fragmented brand**
- **Researching a brand that is diluted across the broader business.**
- **Auditing a not for profit business model that has a unique offer**

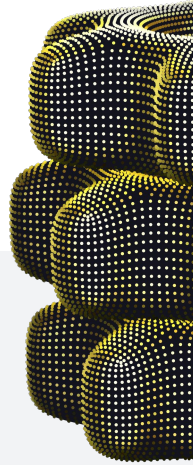


# BRIEF SUMMARY

Northern Cemeteries approached COG Strategy with a brief to perform a Brand Audit prior to a considering various business opportunities such as merger and acquisitions, rebranding and corporate restructuring.

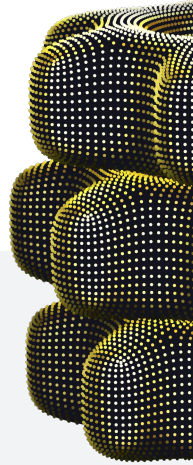
The [Northern Cemeteries Brand Audit](#) is a measure of a brands performance against key business objectives and evaluates industry presence. The COG Strategy Brand Audit would supply detailed insights that would support the rebranding projects including corporate identity, website and digital platforms, outdoor media and company division branding.

It's the start of the Rebranding Process for [Northern Cemeteries](#) where our Sydney Strategy Agency seeks to increase the product's perceived value to the customer and thereby increase brand equity of this memorialisation not for profit organisation.





# SOLUTIONS SUMMARY



**A deep research excursion to discover the true worth of the brand and use true insights to justify this.**

The discoveries made within the Northern Cemeteries brand auditing process delivers key research, trend and insight which offered COG Strategy's client a dashboard of current business and brand information. The Northern Cemeteries Brand Audit takeaway is an advised action task set that supports brand management, brand repair and brand repositioning. The brand audit will support a brand and marketing strategy for Northern Cemeteries and assist in building brand equity, performance and longevity.

This [Brand Audit](#) for Northern Cemeteries considered the current brand health and ability for this New South Wales Memorialisation Not For Profit Organisation to take its model to the market, deliver the portfolio, and communicate it's proposition and value statements.

Delivery contained clear outcomes that justified a broader brand review, a customer segmentation via highlighted demographic, related products and services. The key focus was towards the digital environment with considerations to The Northern Cemeteries Group's digital activities and business touch points. A [Digital Strategy](#) would be a key follow on activity.



Historic Cemetery (1900s)

Memorial Park

### Cemeteries Facebook Pages

**Active Direction**

**Facebook Post 1:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 2:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 3:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 4:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 5:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 6:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 7:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 8:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 9:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 10:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 11:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 12:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 13:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 14:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 15:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 16:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 17:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 18:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

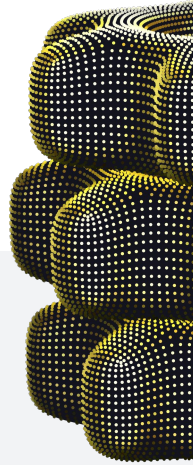
**Facebook Post 19:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?

**Facebook Post 20:** **Followers of Gove Hill to manage?**  
Your local **Followers of Gove Hill** to manage?





# RESULTS SUMMARY

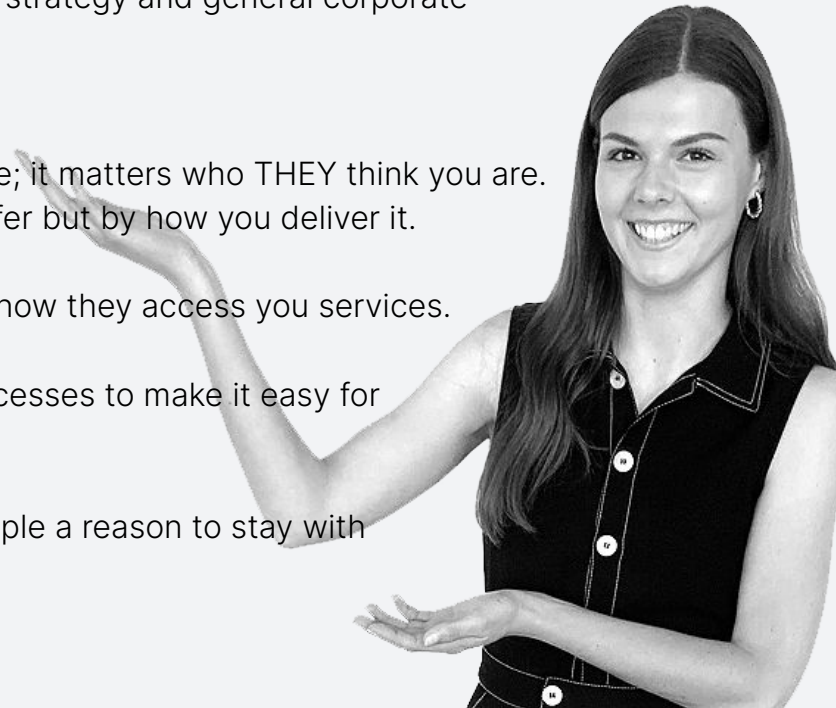


**A comprehensive review that enabled the client to disseminate accurate information to key stakeholders, internally and externally.**

This delivery formed the spine of critical briefing and scoping for suppliers to the broader rebranding process, and also enabled justification to the company board to why the business should invest in rebranding and the development of new brand assets. The clear outcome was that critical elements of the Northern Cemeteries brand asset group needed to be overhauled and realigned. These included websites, marketing communications strategies, digital marketing strategy and general corporate identity and positioning.

## Immediate Solutions

- **Customer-centric:** It doesn't matter who YOU think you are; it matters who THEY think you are. Make your clients feel they're value not just by what you offer but by how you deliver it.
- **CX:** Ensure a seamless customer experience regardless of how they access you services.
- **Simplify:** Confused people don't engage. Simplify your processes to make it easy for people to find you and buy from you.
- **Relationships:** Your ultimate goal is brand loyalty. Give people a reason to stay with you for the long term.



# THE COG STRATEGY PRODUCT SOLUTIONS

[DOWNLOAD THE PRODUCT GUIDE](#)



Brand<sup>®</sup>  
Audit

[LEARN MORE >](#)



**WE'VE DELIVERED PROJECT SUCCESS  
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS  
SPECIALISTS READY FOR NEW  
PARTNERSHIPS.**



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Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

**(02) 9523 6007**

**[Enquiries@COGbranding.com.au](mailto:Enquiries@COGbranding.com.au)**

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