



FASA Awards Questionnaire 2010

Brand Builder of the Year

Category 2

INSTRUCTIONS

- Please read the following questions carefully before answering it
- The questionnaire and Annexures should be submitted in a file which must clearly indicate the name of the franchisor, franchisee and category
- You will also have to attach relevant documentation as Annexures where applicable
- The Annexures should be clearly marked as Annexure A, B ext. after the questionnaire and not be an integrated part of the questionnaire – please use partitions for the Annexures
- All information will be considered as confidential
- Please make 4 hard copies for the judges. No faxes and e-mails will be accepted as entries
- The judges will have the right to request a motivation from any Franchisee in this particular franchise on why they are of opinion that the nominated Franchisor should be considered for the award
- Collect all marketing material not later than a week after the final awards from FASA's office. If the material is not collected within the allocated time period, the material will be destroyed. FASA cannot be held responsible for any losses whatsoever.

Part 1: Requirements

The objective of this award is to give recognition to the company that managed to elevate and grow their brand through the successful implementation of their

marketing strategy. The brand builder of the year is evaluated on efforts to build the brand during the franchisor's current financial year and covers any activities with this intent.

IDENTIFICATION

a) Brand name

b) Franchisor's trading name

c) Contact person at franchisor

d) Title

e) Cellular phone

f) Work phone

g) Number of years a FASA member

h) Postal address

i) Physical Address

j) E-mail address

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Part 2 Questionnaire

1. What made your brand so special

	Admin use only POINTS AWARDED
	3
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3
Poorly motivated and not at all creative	Well motivated and creative	Very well motivated and extremely creative

2. Franchisor Brand Strategy

Main Brand strategy (Broad outline)	ADMIN USE ONLY POINTS AWARDED
	3
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3
Poorly motivated and poor strategy	Well motivated and good strategy	Very well motivated and excellent strategy

3. Franchisor Brand Objectives

Main Brand Objective (Please list)	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
Poorly and minimally motivated by the franchisor. Only one objective was raised	Not to well and limited motivated by the franchisor. Only two objectives were raised	Well and adequately motivated by the franchisor. At least three objectives were raised	Very well and proficiently motivated by franchisor. There were four good objectives raised	Excellent and exceptionally motivated by franchisor. Five or objectives could be raised

4. Understanding of Market

Please supply the following information:

- 4.1 What is the target market and needs according to your research?
Please attach any relevant market research (ANNEXURE A)

4.1. Target market	ADMIN USE ONLY POINTS AWARDED 4 POINTS IN TOTAL
4.2. Needs	

5. What is your market strategy and how does current tactics support that strategy

5.1 Long term market strategy	ADMIN USE ONLY POINTS AWARDED 4 POINTS IN TOTAL
5.2 Current tactics supporting strategy	

6. How did you aim to position yourself in the market and how close did you get to that objective?

	ADMIN USE ONLY POINTS AWARDED
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	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
Poorly and minimally motivated by the franchisor. Only one issue or event was raised	Not to well and limited motivated by the franchisor. Only two events or issues were raised	Well and adequately motivated by the franchisor. At least three events or issues were raised	Very well and proficiently motivated by franchisor. There were four good events or issues raised	Excellent and exceptionally motivated by franchisor. Five or more issues or events could be raised

7. Discuss your brand marketing campaign plan e.g. brand communications selected for the award (such as media, message etc) (Attach additional information to ANNEXURE B)

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
Poor marketing	Not to good	Average	Good	Excellent

plan	marketing plan	marketing plan	marketing plan	marketing plan
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8. Discuss your marketing plan implementation process. Add additional information to ANNEXURE C

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
Poor marketing plan implementation process	Not to good marketing plan implementation process	Average marketing plan implementation process	Good marketing plan implementation process	Excellent marketing plan implementation process

9. Brand Tools

9.1 Name the types of media that has been used – (below and above the line)(Please attach relevant evidence and promotion material such as pamphlets, cd's, dvd's photos to ANNEXURE D)

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
No implementation of types of media – no evidence	Only 1 type of media and hardly any evidence	Two types of media and good evidence	Three types of media and very good evidence	Four types of media and excellent evidence

10. What local marketing campaigns were you involved in?

	ADMIN USE ONLY POINTS AWARDED
	3
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3
No local marketing campaign involvement	Some (2) local marketing campaign involvement	A number of (3 and more) local marketing campaign involvement

11. Name the promotion activities that you were involved in

	ADMIN USE ONLY
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	POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
One activity	Two activities	Three activities	Four activities	Five activities

12. Name the expo activities that you have initiated

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
One activity	Two activities	Three activities	Four activities	Five activities

13. How did you promote word of mouth marketing?

	ADMIN USE ONLY POINTS
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	AWARDED
	3
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3
Poorly motivated – poor promotion ideas	Well motivated – good promotion ideas	Excellent motivated and promotion ideas

14. To what extent were you involved in relationship marketing

Customer events held

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
One quality event	Two quality events	Three quality events	Four quality events	Five quality events

List the customer rewards – Attach any evidence to ANNEXURE E

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3	4	5
One customer reward	Two customer rewards	Three customer rewards	Four customer rewards	Five customer rewards

15. Describe your efforts in direct marketing

	ADMIN USE ONLY POINTS AWARDED
	3
	POINTS
	IN TOTAL

The following rubric will enable the judges to determine the score

1	2	3
Poor description	Good description	Excellent description

16. How did the staff participate in the branding process

Uniformity of product or service delivery

	ADMIN USE ONLY
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	POINTS AWARDED
	2
	POINTS
	IN TOTAL

How was the monitoring of staff participation done

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL

Describe what special efforts were there from the staff to build relationship with customers

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL

Describe what internal marketing campaigns were conducted

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL

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17. Do you have a franchise manual? Does the manual do the following:
 (PLEASE TICK ALL THAT APPLY) (Attach relevant evidence to Appendix F and highlight applicable content with a marker)

	Yes	No	ADMIN USE ONLY POINTS Yes = 1 point No = 0 points
In possession of franchise manual			
Show how to manage problem areas			
Provide a follow-up system on problem areas			
Encompass the whole brand experience from the customer's viewpoint or journey			

18. Brand Building Outcomes

18.1 Was any research conducted to the brand? (PLEASE TICK) (Attach any evidence to Appendix G)

Yes	No	ADMIN USE ONLY POINTS Yes = 1 point No = 0 points

18.2 What measures of achievement have you implemented? (You can be industry specific – use the following as a guideline and add what is relevant) (PLEASE TICK ALL THAT APPLY)

Include the results as an annexure (ANNEXURE F)

	Yes 1 point	No 0 point	ADMIN USE ONLY POINTS
Spontaneous awareness			
Prompted awareness			
Purchase intent			
Main message			
Image aspects			

Increased customer loyalty			
Increased customer base			

19. Franchisor percentage growth during the brand building exercises (sales) – any changes in franchisor turnover pre- vs post-campaign - Add evidence to ANNEXURE G

% Franchisor growth for 2008 compared to 2009	ADMIN USE ONLY POINTS 0 – 10% = 1 11 – 20% = 2 21 – 30% = 3 31 – 40% = 4 41% + = 5

20. Franchisee percentage growth during the brand building exercises) – any changes in franchisor turnover pre- vs post-campaign – Add evidence to ANNEXURE H

% Franchisee growth for 2008 compared to 2009	ADMIN USE ONLY POINTS 0 – 10% = 1 11 – 20% = 2 21 – 30% = 3 31 – 40% = 4 41% + = 5

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21. Briefly describe the Franchisor staff reports from campaign

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL

22. Briefly describe the Franchisee staff reports from campaign

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL

23. Briefly describe the customer reports from campaign

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL