

9 steps to a stronger brand

Reputation risk remains a top concern for businesses. This checklist outlines practical steps your organization can take to avoid risk and build a trusted brand.



1. Set clear goals: Do you want to improve product quality? Prevent product counterfeiting? Promote accurate marketing messages? Establishing what you want to accomplish from the get go will ensure you stay focused.



2. Gain buy-in from the top down: Get company leaders to commit to a holistic brand protection strategy and spread that vision throughout the organization. The rest of the organization will be more likely to prioritize activities if they know executives have given it their approval.



3. Identify a core team: Designate a cross-functional group to identify and implement brand protection activities throughout the enterprise. Include people in all roles that touch your brand, including c-suite, marketing, branding, quality assurance, supply chain, research and development and compliance.



4. Document key threats: Listing the possible risks to your brand, both internal and external, and ranking them according to their potential impact on reputation and revenue will enable you to prioritize your brand protection efforts.



5. Know your competitors: One of the best ways to determine how your brand measures up is to study your competitors. Keep tabs on industry watchdogs to ensure you don't repeat the same mistakes other brands have made and look for positive actions you can incorporate into your strategies.



6. Educate stakeholders: Bring employees, suppliers and partners up to speed on brand protection practices, including quality management, product messaging and anti-counterfeiting strategies, and instruct stakeholders on what to do when they suspect a problem.



7. Communicate your progress: Establish a regular cadence of internal communications to update decision makers and business units about the program's strategic successes and contributions.



8. Create an action plan: Document a plan that covers what to say, when to say it and to whom when a threat strikes. Develop talking points for consistency with all audiences on all channels and designate an official spokesperson who will be responsible for communicating this information internally and externally.



9. Monitor, measure and improve: Enterprises today have unprecedented access to data-based insights about their business, customers and competitors. Use analytics, social listening and media monitoring to understand brand sentiment and spot new threats before they inflict costly brand damage.

Explore more brand insights at [UL.com/perspectives](https://ul.com/perspectives).

