

Using the Utrecht brand compass

Utrecht Brand Team is here to help

The Utrecht Brand Team can help you use the brand compass, and – more importantly – to improve your brand alignment and/or boost your reach.

Contact us at:
brandteam@utrechtmarketing.nl
utrechtbrand.com

The Utrecht brand compass helps us to show clearly and powerfully what Utrecht stands for. It is also a practical tool that can show you how (for example) your project scores on two criteria: **alignment with the Utrecht brand, and reach. The biggest impact is achieved when your project scores highly on both reach and brand alignment. If the score lags behind on one of the criteria, then that's an issue that we need to improve first.**

How it works

There are five choices that determine your score, ranging from Not at all to Very much.

Step 1: Score every component in the “brand” section. Plot the average of the total score in the compass.
Step 2: Score every component under the “reach” section and plot the average in the compass as well. Some projects aim at a specific target group and have a high reach among that target group. In that case, only use that target group's score. Elaborate right underneath the compass.

-- - -+ + ++

Project

Does your project align with the Utrecht brand?

Values

Connecting

Innovative

Personal

Ambitions

Healthy

Sustainable

Inclusive

What is your project's reach?

Residents

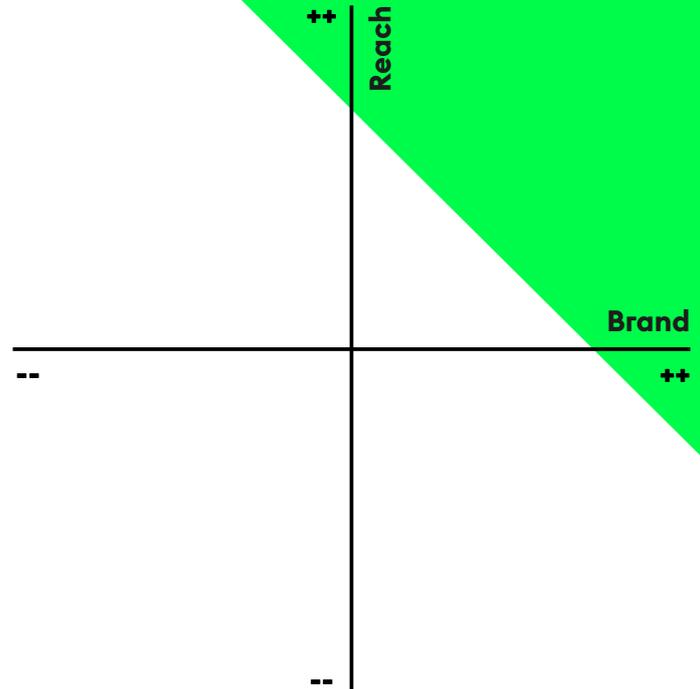
Visitors

Businesses

Talents

Compass

Plot your results in the model below to find out where your project stands – and perhaps to discover where there's room for improvement.



Notes
