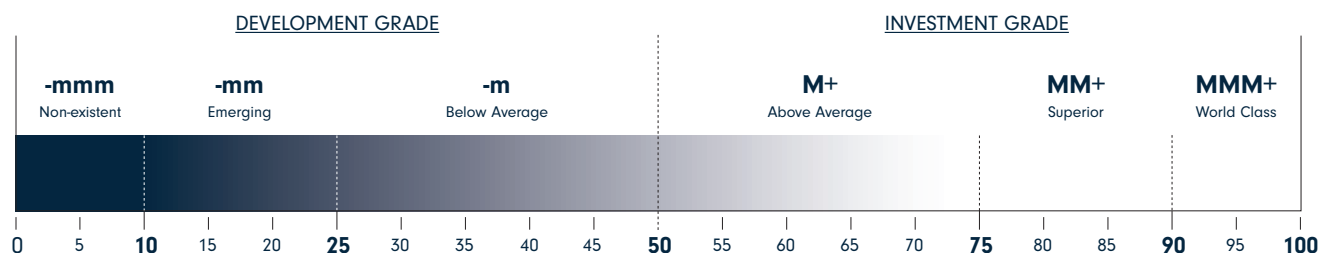


^M α Audit (2.0 version)

Company:

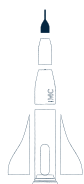
Date:

The Alpha M™ Audit looks for evidence on each of the 8 fundamentals that form the MC-Rocket®



Answer the 8 questions below.

→ WHY /40



- 1. Pricing Power** (1-20 points)
How much tangible evidence can you find of Pricing Power in this Company's core Brand, and/or across its key Brand portfolio, in the key geographies ?

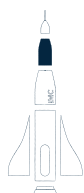
Why Score: ____ /20



- 2. Purpose** (1-20 points)
How much tangible evidence can you find of purpose-driven thinking, on a corporate brand level, and on key brand level?

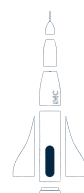
Why Score: ____ /20

→ WHO /30



- 3. Marketing Organization** (1-15 points)
How much tangible evidence can you find that this Company is truly marketing/brand-driven from an organization design perspective?

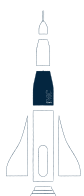
Who Score: ____ /15



- 4. Marketing Expertise** (1-15 points)
How much tangible evidence can you find that this Company's senior marketing team, its senior leadership team, and its board, has actual and real marketing expertise?

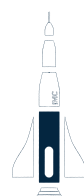
Who Score: ____ /15

→ WHAT /10



- 5. Brand Health** (1-5 points)
How much tangible evidence can you find that this Company systematically tracks and leverages consumer/customer satisfaction/experience and brand health data?

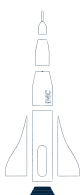
What Score: ____ /5



- 6. Value Propositions** (1-5 points)
How clear is(are) the Value Proposition(s) of the core Brand(s)?

What Score: ____ /5

→ HOW /20



- 7. Way of Marketing** (1-15 points)
How much tangible evidence can you find of a proprietary Way of Marketing in this Company?

How Score: ____ /15



- 8. Excellence Culture** (1-5 points)
How much tangible evidence can you find that this Company has a systematic way to learn, allowing it to move to a next marketing level of excellence?

How Score: ____ /5

→ Mark your total score /100 and check out your Alpha M™ Rating above.