# How to biuld strong brand identity

fill *in the gaps with the words in capital letters*

**Step 5: Analyze and Refine the Brand Identity**

TO ESTABLISH VALUES CRUCIAL COMPETITIVE WATER DOWN ENSURE REFLECTION RE-VISIT REFINE

While it is _____ for a brand _____an intrinsic value to the consumer, it does not mean it shouldn't change over time. To remain _____, companies must routinely analyze and _____ their brand to _____ it's delivering on the promises of what the company stands for. "One of the benefits of digital advertising is the ability to track, target, and test new strategies and tactics," shares Raquel Baldelomar. "Your brand identity should not just be a mission statement on the wall and logo. Your brand is a reflection of your thinking, your character, and your _____."

As with any art form (and business IS an art form!) the one thing you can bring to the table that no one else can is your own, unique perspective. If you _____ your message to please everyone, you will get lost. To make sure that doesn't happen, visit and _____ these five steps to constantly ensure that your business is an accurate _____ of you.

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