





MASTERCRAFT®
KITCHENS



Brand Audit

Dave & Kaydi



MASTERCRAFT KITCHENS

Brand Audit

Premises Branding

Company Property

CHOICES	ANSWERS
Fully Mastercraft Branded	10
Co-Branded	17
No Mastercraft Branding	1

Vehicle Branding

Company Property

CHOICES	ANSWERS
Fully Mastercraft Branded	13
Co-Branded	12
No Mastercraft Branding	3

MASTERCRAFT KITCHENS

Brand Audit

Stationery Branding Company Property

CHOICES	ANSWERS
Fully Mastercraft Branded	14
Co-Branded	12
No Mastercraft Branding	2

Business Card Branding Company Property

CHOICES	ANSWERS
Fully Mastercraft Branded	15
Co-Branded	11
No Mastercraft Branding	2

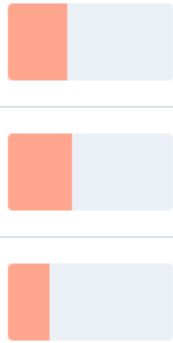
MASTERCRAFT KITCHENS

Brand Audit

Uniform Branding

Company Property

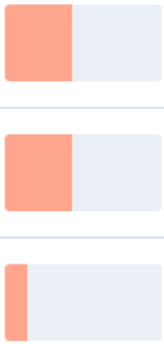
CHOICES	ANSWERS
Fully Mastercraft Branded	10
Co-Branded	11
No Mastercraft Branding	7



Mastercraft Email Signature (All staff)

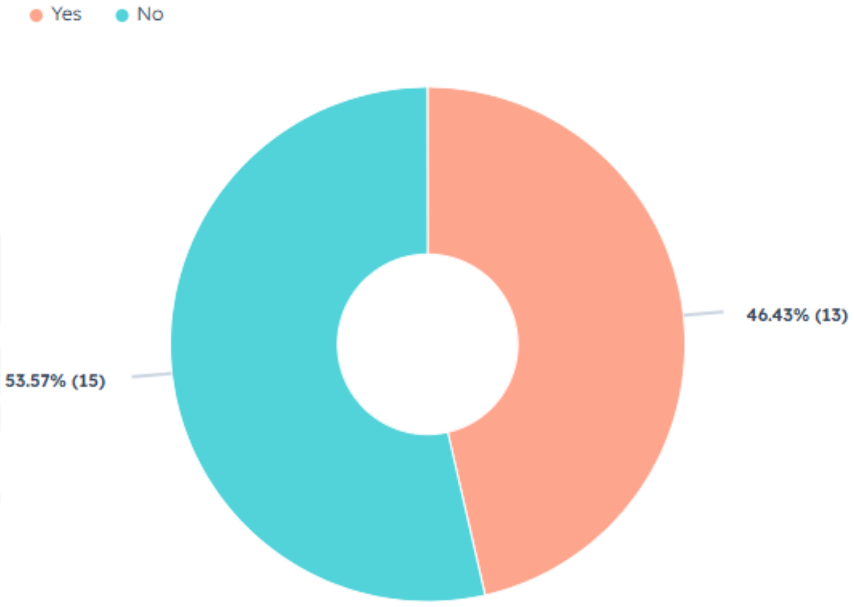
Company Property

CHOICES	ANSWERS
Only Mastercraft Signatures	12
Co-Branded Signatures	12
None/Not all staff	4

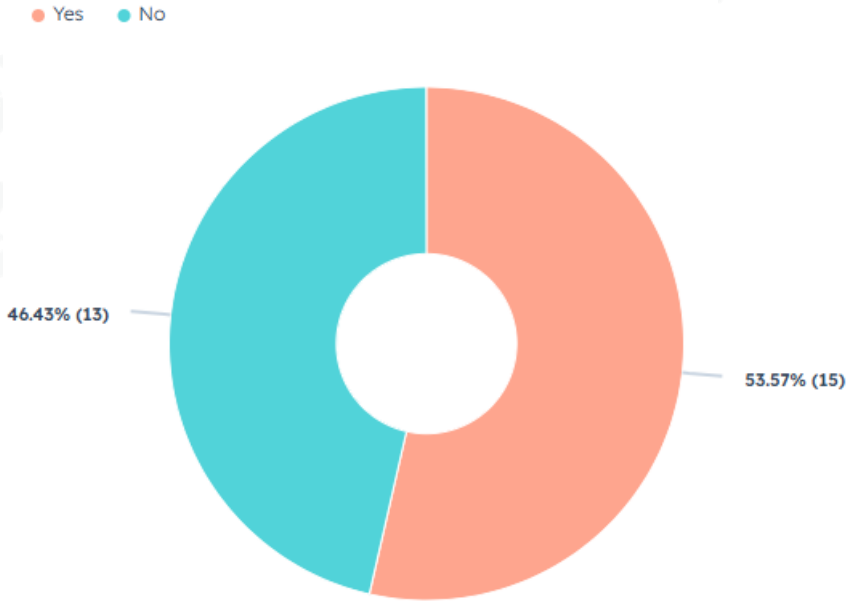


Brand Audit

Mastercraft Email Address (All staff) Company Property



Mastercraft Phone Greeting Company Property



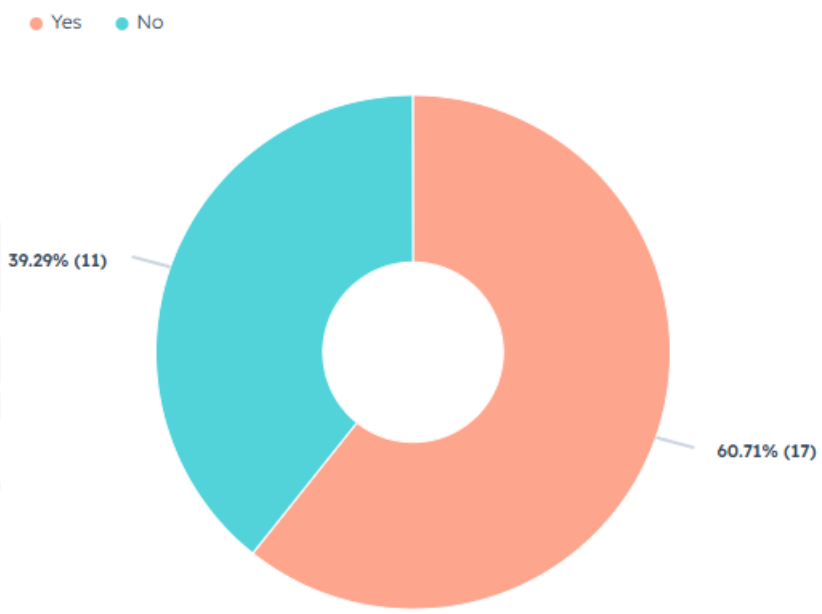
PLAYING TO WIN

MASTERCRAFT KITCHENS

Brand Audit

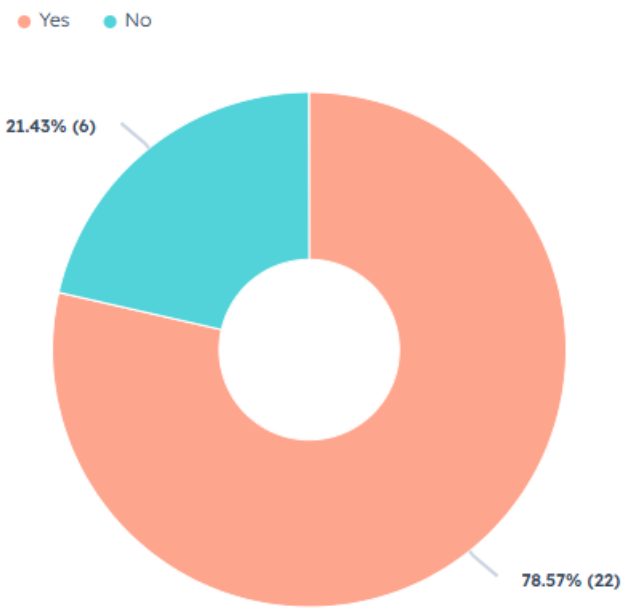
Mastercraft in Voicemail Message

Company Property



Mastercraft Google Profile

Company Property



PLAYING TO WIN

MASTERCRAFT KITCHENS

Brand Audit

Social Media Branding Company Property

CHOICES	ANSWERS	
Fully Mastercraft Branded including profile icon	9	
Yes, Co-Branded	8	
No Mastercraft Branding	5	
N/A - no social media profiles	6	

PLAYING TO WIN

MASTERCRAFT KITCHENS

Brand Audit

Licensee Website

Company Property

CHOICES	ANSWERS
Fully Mastercraft Branded	3
Co-Branded with Mastercraft in the header	5
Co-Branded with Mastercraft elsewhere	6
No Mastercraft Branding	2

