

DOWNLOADABLE ASSESSMENT TOOL

Brand Execution Scorecard

Find the hidden gaps between approval and execution.

A practical worksheet to help marketing, procurement, operations, and field teams identify where branded materials programs lose time, money, visibility, or consistency.

01

Score your current process

02

Spot the operational gaps

03

Prioritize the next best fix

How to use this scorecard

This is designed to be fast, honest, and useful. You do not need perfect data to complete it. The goal is to expose friction and identify the most valuable next conversation.

Scoring key

1

Not in place

2

Mostly manual

3

Inconsistent

4

Mostly controlled

5

Strong and repeatable

- Step 1** Score each statement from 1 to 5 based on your current reality.
- Step 2** Add each section total. Do not overthink the score. Patterns matter more than precision.
- Step 3** Use the results page to identify the first area worth improving.
- Step 4** Share the scorecard with anyone involved in branded material requests, approvals, production, fulfillment, or field execution.

Helpful reminder

Low scores are not failures. They are signals. The best improvements usually come from fixing one repeatable source of friction, not trying to overhaul everything at once.

Score your current process

1 = low / 5 = strong

A. Vendor & Supplier Complexity

STATEMENT	1	2	3	4	5
We have a clear view of which vendors support which types of work.	☐	☐	☐	☐	☐
We can compare vendors based on timing, geography, capabilities, and fit.	☐	☐	☐	☐	☐
Our supplier notes, past performance, and team feedback are easy to find.	☐	☐	☐	☐	☐
We are not relying on too many disconnected one-off vendor relationships.	☐	☐	☐	☐	☐
We know when a request should be challenged instead of simply executed.	☐	☐	☐	☐	☐
Section total: _____					

B. Request Intake & Quoting

STATEMENT	1	2	3	4	5
Project requests come in with enough detail to quote accurately.	☐	☐	☐	☐	☐
Specs, quantities, deadlines, art files, and delivery needs are captured consistently.	☐	☐	☐	☐	☐
Quote revisions are managed without long email threads and repeated rework.	☐	☐	☐	☐	☐
Our team has templates or guardrails for common print, merch, or kit requests.	☐	☐	☐	☐	☐
The path from request to estimate is clear for both experienced and newer team members.	☐	☐	☐	☐	☐
Section total: _____					

Score your current process

1 = low / 5 = strong

C. Brand Control & Consistency

STATEMENT	1	2	3	4	5
Approved logos, colors, messaging, and templates are easy for teams to access.	☐	☐	☐	☐	☐
Local teams are not creating workarounds with old files or local vendors.	☐	☐	☐	☐	☐
Materials are reviewed and approved before production when needed.	☐	☐	☐	☐	☐
We can support location, region, or market customization without losing brand control.	☐	☐	☐	☐	☐
We have a clear process for keeping outdated materials out of circulation.	☐	☐	☐	☐	☐
Section total: _____					

D. Fulfillment, Inventory & Waste

STATEMENT	1	2	3	4	5
We know what inventory exists, where it is, and how quickly it is moving.	☐	☐	☐	☐	☐
Reorders and replenishment are based on usage, not guesswork.	☐	☐	☐	☐	☐
We have visibility into obsolete, slow-moving, or overstocked branded materials.	☐	☐	☐	☐	☐
Kitting and shipping are organized by location, event, audience, or program need.	☐	☐	☐	☐	☐
We understand where inventory programs may be costing more than they should.	☐	☐	☐	☐	☐
Section total: _____					

Score your current process

1 = low / 5 = strong

E. Multi-Location Execution

STATEMENT	1	2	3	4	5
Store, franchise, dealer, or field teams receive the right materials for their location.	☐	☐	☐	☐	☐
Shipments are tracked clearly enough to answer delivery and readiness questions.	☐	☐	☐	☐	☐
Versioning, quantities, and location-specific needs are managed before production.	☐	☐	☐	☐	☐
There is a simple way for locations to reorder or request replacements.	☐	☐	☐	☐	☐
We can tell whether the campaign actually reached the field as intended.	☐	☐	☐	☐	☐
Section total: _____					

F. Reporting & Program Visibility

STATEMENT	1	2	3	4	5
We can see spend, usage, vendor activity, and program performance in one place.	☐	☐	☐	☐	☐
Leadership has visibility into what is working, what is wasteful, and what needs attention.	☐	☐	☐	☐	☐
We can identify repeat requests, rush patterns, or recurring sources of friction.	☐	☐	☐	☐	☐
Data from projects helps improve future planning and budgeting.	☐	☐	☐	☐	☐
The team can answer basic program questions without searching across spreadsheets and inboxes.	☐	☐	☐	☐	☐
Section total: _____					

Your results

Add the six section totals below. The score is less important than the pattern. The weakest section is usually where the next improvement should begin.

- | | | |
|----------|--------------------------------|-------|
| A | Vendor & Supplier Complexity | _____ |
| B | Request Intake & Quoting | _____ |
| C | Brand Control & Consistency | _____ |
| D | Fulfillment, Inventory & Waste | _____ |
| E | Multi-Location Execution | _____ |
| F | Reporting & Program Visibility | _____ |

Total score: _____

What your score may suggest

30-69

High friction

Your process may rely heavily on manual work, tribal knowledge, and reactive problem solving.

70-109

Mixed control

Some areas are working, but inconsistency, visibility, or handoffs may be creating avoidable cost.

110-134

Good foundation

You likely have useful structure in place, with opportunities to improve reporting, speed, or scalability.

135-150

Strong system

Your process is probably repeatable. The next opportunity may be optimization, data, or vendor leverage.

Best next step

Circle the lowest-scoring section. That is your first conversation. Improving one repeatable friction point can create more value than trying to fix every workflow at once.

30-day action plan

Use this page to turn the scorecard into one practical improvement. Keep it focused. Choose one area, one owner, and one next step.

Lowest-scoring area

What is the friction costing us?

Examples: time, rework, rush charges, inconsistency, inventory waste, field frustration, missed visibility.

What would a better process look like?

Who needs to be involved?

What is the first small fix we can make?

How will we know it worked?

Want a second set of eyes?

nbn360 can help pressure-test where your brand execution process may be losing time, money, or consistency.

[Book a call](#)