



# Brand Roadworthy™ Report

For ERSA International

30 October 2025



# The Brand Roadworthy™ sample

**The Brand Roadworthy™ is a five-day, low-cost AI + Human brand audit that reveals what's running smoothly, what's wearing thin, and where performance can be improved. It aims to answer the only question that truly matters: Is your brand built to scale, or is it a silent liability to your future plans?**

**Just as a roadworthy test ensures your vehicle is fit for the journey ahead, Brand Roadworthy™ ensures your brand is fit for growth. We provide a clear, data-driven analysis that validates your mERSA Internationaling, confirms it's perceived correctly by your target audience, and delivers a focused path for scaling.**

## **Sample explainer**

To give you an idea of the report output, we are providing a sample report that pulls out specific parts of the Brand Roadworthy™. This is not the entirety of what you would receive as an output, more a taste test.

## **What you will receive if you purchase the Brand Roadworthy™**

The Brand Roadworthy™ is delivered through three mission-critical reports, designed specifically to move the leadership team from awareness to decisive action:

- 1. Brand health scorecard**

You get a full breakdown of scores for the twelve evidence-based drivers across the four focused areas of influence. You'll know instantly which of the 12 cylinders of your brand engine are misfiring.

- 2. Executive and leadership report**

A 17-slide boardroom ready report that delivers a high-level summary of your brand's strengths, critical weaknesses, and the growth risks that demand immediate C-Suite attention. It's the "Why We Act Now" section for the executive team.

- 3. Fix-it-first report**

This is the most valuable part. It's a prioritised roadmap structured for immediate implementation:, translating insights directly into practical, priority steps designed to swiftly strengthen brand health and unlock growth momentum.



Report 01

# Brand Health Scorecard

# Brand Health Scorecard



A consistency crisis is crippling the brand, despite its market traction. The immediate priority is stabilising the foundation via an overhaul of internal governance and visual guidelines. Without this internal alignment, efforts to build Differentiation or a Competitive Edge will fail.

# How this score is generated

A hybrid AI + human diagnostic measuring brand traction, not opinion.



Input Source	Weight	AI Measures	Human evaluation
External Traction Signals	40%	Visibility, search prominence, sentiment, share of conversation, comprehension triggers	Narrative relevance, credibility, alignment to priority agendas
Brand Experience & Trust Cues	35%	UX quality, asset consistency, accessibility, device-level performance	Clinical appropriateness, strength of first-impression trust cues
Internal Alignment & Execution Readiness	25%	MERSA Internationalge cohesion, delivery confidence, adoption of brand behaviours	Culture of advocacy, strategic ambition, governance maturity

# What Brand Roadworthy™ Measures

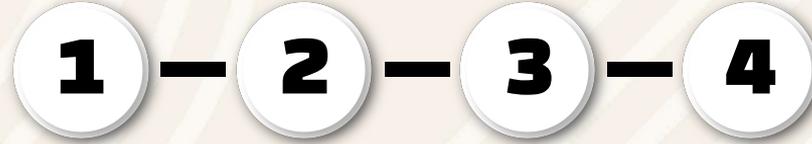
Brand Roadworthy™ evaluates twelve evidence-based drivers in four areas of influence that determine the overall brand's strength.





Report 02

# Executive and leadership report



# **Brand Health Scorecard**

Section 4:

Market salience deep-dive

# Market dynamics and strength implications

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The fitness and health sector is rapidly shifting due to technology, personalisation, and holistic wellness. While these trends align with ERSA International's mission, they demand proactive adaptation. This is a critical juncture: by leading in setting standards for digital and personalised practices, ERSA International can strengthen its impact and market relevance.

## Key disruptive trends shaping your category

**1 AI-Powered Personalisation**

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**2 Hybrid Fitness Models**

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**3 Advanced Wearable Technology**

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**4 Holistic Wellness Integration**

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**5 Sustainable/Environmental Fitness Practices**

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# Brand Health Scorecard Deep-dive

## Market salience



	<b>Visibility</b> Score: 6/10	<b>Authority &amp; Influence</b> Score: 6/10	<b>Relevance &amp; Momentum</b> Score: 8/10
What we are seeing	Reliant on professional referrals. Low search presence and media coverage outside campaign bursts. Advocacy wins are not repurposed as reputation assets.	Our authority as the sole accrediting body is respected, but the long Government battle proves our political influence is not absolute.	Strategic projects (IT upgrade, new website) are in place, but lack a grand, unifying narrative.
Actions to unlock impact	Target 'need-state' moments online to ensure members appear before referral. Repurpose every advocacy win into a high-impact PR asset.	Take the lead in developing the official Australian standards and frameworks for emerging technologies (AI-driven exercise, advanced wearables, telehealth).	Unify all activities (advocacy, brand) under this single, powerful narrative to position the entire workforce positively in the eyes of the general public..
Likely impact if done	Fastest multiplier of influence; members found early, increasing impact and public uptake.	We stop being a respected participant and become the authority that shapes the future, ensuring future relevance.	A single, inspiring purpose that aligns all staff/members and creates a compelling platform for national media/funding.
Likely impact if ignored	Late discovery reduces impact, delays public uptake, and keeps our progress invisible.	We become a follower, forced to adapt to a landscape defined by our competitors. Reduced Influence in Policy.	We spend the decade reacting to change rather than driving a cohesive, long-term mission. This will also result in membership decline.



Report 02

# Brand Roadworthy™ Summary

# Strategic drivers

## Strength drivers — what's pushing you forward

- High professional accreditation standards
- Proven outcomes in high-burden chronic disease
- Strong internal advocacy and professional pride
- Demonstrated value across multidisciplinary care
- Growing workforce + education pipeline

**Strength summary: Readiness to lead is not the issue — recognition is.**

## Constraint drivers — what's holding you back

- EP value is not instantly understood
- ERSA Internationalizing hides outcomes behind role detail
- Default confusion with physiotherapy
- Trust cues not immediate or consistent
- Advocacy achievements not reputationally visible

**Constraint summary: The story lags far behind the reality.**



Report 03

# Fix-it-first action plan

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**30**

## 30 days

- Create the "Brand Bible" Core
- "Listen First" Training & Policy
- Marketing strategy and communications plan

**60**

## 60 days

- Mandate and Train
- Launch the "You Said, We Did" Triage
- Marketing strategy and communications plan

**90**

## 90 days

- Deploy Essential Templates
- Define the Core Value ERSA International

# Fix-it-first action plan | 30 day plan



Action	Importance	Description	Deliverables	Impact
<b>Create the "Brand Bible"</b>	Medium	Merge the three existing style guides (Brand, Writing, Web) into a single, definitive, digital document.	A single, searchable PDF document.	Eliminates internal confusion and standardises tone immediately.
<b>"Listen First" Training &amp; Policy.</b>	High	Conduct mandatory training for all member-facing staff on non-defensive communication techniques and empathy-led response protocols.	New "Member Dialogue Protocol" implemented across all contact points.	Directly addresses the negative sentiment that ERSA International replies are 'defensive' or 'dismissive'.
<b>Audience segmentation and value propositions</b>	High	Development of value propositions based on the various audience segments.	Value propositions via audience segments	Drive strong engagement and value to the audience groups and increase member satisfaction and retention.



**Your Brand Roadworthy™  
is complete.  
Now the journey begins.**