

# Brand Worksheet

People, Products and Services

## Customer Insights

- What do people think and feel about your brand?
- What do they need?
- How are you relevant to those needs or desires?
- What problem(s) do you solve for them?
- What benefits of your brand are most valuable to them?
- What most strongly influences their decisions in our category?

## Brand gaps

- What are the gaps between the needs of your brand as a business and what audiences needs or expect from you?

## Your brand insights

- How do customers perceive our brand?
- What channels or marketing efforts have the greatest impact on brand awareness?
- What factors contribute to customer loyalty or disloyalty?
- Do customers perceive a unique value proposition in our brand?
- How has brand equity evolved over time?

## Competitive environment

- What concepts and conventions define our category?
- Who are your direct and indirect competitors? What defines them?
- Where is the strategic void in the market?
- Are we disrupting the category in any way?

## What are we the very best at in our category?

- Realistic
- Not aspirational,
- Reputationally proven
- Evidenced

## External forces on the brand

- Political?
- Economic?
- Social?
- Technological?
- Environmental?
- Legal

## Your brand features

- What is the simplest description of your brand's offering and what it does?
- What aspects of that are distinctive from everyone else?

## Anti-X

- What are people not saying or saying against you?
- Who are you not talking to?

## Your brand community connectors

- What is happening in your market that you can most easily connect with?
  - How do you align with the greater good taking place?
    - Who are the complementary voices of support?

Your House

## Key messages

- What's your brand story?
- What are the most important and distinctive aspects of your brand?
- How can you define them as quickly and interestingly as possible?

### Message 1

### Proof points

### Message 2

### Proof points

### Message 3

### Proof points

### Message 4

### Proof points

## Rational benefits

- What are the tangible benefits our products or services?
- Which benefits are most unique or important?

## Emotional benefits

- What are the intangible benefits of your brand?
- Which benefits are unique or most important?

## Pillar 1

- What do we stand for

## Pillar 2

- What do we stand for

## Brand purpose (brand truth, authentic purpose)

Why the company now? Why do employees get up in the morning for this? What is lived?

## Brand position (what makes us unique in the marketplace?)

Must meet all five criteria - important, unique, believable, actionable, sustainable.

### For\_\_\_\_\_

Who are we talking to and what is their psychographic need or desire?

### \_\_\_\_\_is:

What is the broad strategic frame of reference or description of our offering?

### that

What is the unique, primary benefit or point of difference of the product?

### because:

What are the factual, meaningful and provable reasons to believe?

### so that:

What is the ultimate emotional payoff for the customer or user?

## Your brand essence

- What is the core idea or defining concept of your brand? Is it tangible or attitudinal? (Unique, succinct, pithy, and ideally 1-2 words.)

## Reasons to believe

- Why should audiences believe your brand?
- Create a why list (not what and how)

## Brand personality

- What are the brand's human characteristics?

## Pillar 3

- What do we stand for

## Pillar 4

- What do we stand for

## Your brand values

- Brand values are the core principles and beliefs that guide your brand's behavior, decisions, and interactions, serving as the foundation for its identity and reputation

## Your brand mission

- A succinct statement that defines the fundamental purpose and goals of you brand, outlining what it seeks to achieve and the value it aims to deliver to its customers

## Your brand vision

- A concise statement that outlines the aspirational future state and purpose of a brand, providing a clear and inspiring direction for its growth and impact