



brand buddies

BRAND BUDDIES

Brand Work Shop

The brand purpose

Beyond profitability, what is the purpose of [your brand]?

If [your brand] were to leave a legacy, what would it be?

How does [your brand] make the world a better place?

If [your brand] disappeared tomorrow, what would be missed most of all?

What is the single most important aspect of [your brand]?

With regard to [your brand], what do you feel most passionate about?

Product, service or company description

Please describe [your brand].

What are the 3 most important features of [your brand]? (Please note the order of importance)

What are the 3 most important benefits of [your brand]? (Please note the order of importance)

What business is [your brand] in?

What business is [your brand] not in?

Which 3 adjectives best describe [your brand]?

Marketplace

How would you define the market of [your brand]?

How would you define [your brand]'s industry?

What geographic regions does [your brand] serve?

What are the top 3 current trends that impact [your brand]?



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Customers

Who buys, specifies or influences the purchase of [your brand]?

Who are the target customers for [your brand]?

What key characteristics do [your brand]'s customer segments have in common?

How do you prioritise [your brand]'s customers? If you had to allocate 100 points between the different customer segments of types (in terms of importance), how would you do so?

To your target customer, what is the single most important aspect of {your brand}?

What customer needs does [your brand] fulfill?

Describe the demographics of [your brand]'s customers: age, gender, education, income, culture.

Describe your customers' technology usage and expertise.

What is the primary message to be conveyed to the customer about [your brand]?

What are the secondary messages to be conveyed to the customer about [your brand]?

Alternatives to (your brand)

[Your brand] meets a customer need. How is the target customer for [your brand] meeting that need today?

Who is [your brand]'s competition?

What is unique about [your brand] compared with the competition?

What are [your brand]'s / your competitor's brand's key strengths?

What are [your brand]'s / your competitor's brand's key weaknesses?

How does [your brand]'s pricing compare with the competition?

Context

Why does you target customer need or want {your brand}?

How will your target customer find [your brand]?

How will the target customer evaluate [your brand]? What will they look for?



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What are some of the concerns and questions a customer will have when considering [your brand]? Why?

What communication tools are necessary to get the customer to buy [your brand]?

What emotions do you most closely associate with [your brand]?

Brand personality metaphors

If [your brand] had a gender, what would it be?

If [your brand] was a colour, what would it be?

If [your brand] was a shape, what would it be?

If [your brand] was a texture, what would it be?

If [your brand] was a region of the world, what would it be?

If [your brand] was an attitude, what would it be?

If [your brand] was a mood or feeling, what would it be?

If [your brand] was an animal, what would it be?

If [your brand] was something from nature, what would it be?

If [your brand] was a building, what would it be?

If [your brand] was an automobile, what would it be?

Brand vision

Describe how you will know [your brand] is a success.

What will success for [your brand] look like in one year? Three years?

How will [your brand] become the industry leader?

How will [your brand] change your industry?

How will [your brand] change the world?