

Name:

Email:

Phone:

URL:

Company Name:

Your Title:

The following brand exercise will lay the foundation for building a strong brand strategy that will highlight the unique value of your business. Answer the following questions to the best of your ability. We will assess your answers to create an evidence-based strategy.

About Your Business

What does your company do?
When was your company established?
Why was it started in the first place?
Describe your business in one line. Explain!
How big is your company?
What are your long-term goals for the company?

About Your Target Audience

Describe your typical customers.
What problems are you solving for them?
Are there any new markets you would like to break into?
How are you marketing to your target audience?
What do your customers value?
Who do you want to be in your customers' minds?

About Your Existing Branding

What are your core values/mission?
Do you have a tagline? Please share it with us.
Do you have an existing logo? Please share a vector copy.
What other existing brand assets do you already have?
Are you happy with your current branding?
What do you want your rebranding to accomplish?

About Your Current Competitors

What sets your company apart from the competition?
How do your competitors market themselves?
What are their strengths and weaknesses?
What are your strengths and weaknesses?
What are your competitors getting wrong?
What do you like about their branding and why?

'Branding' is the lasting impression you leave behind in the marketplace as well as the hearts and minds of your target customers. Elements such as logo, website, colours or brand voice are just components of your brand - a starting point for your brand development. The answers to the questions in this exercise will create the fundamental precepts that determine your brand voice, tone, messaging - and will eventually form a strong brand strategy. An overarching strategy that goes beyond these components to build lasting and profitable customer relationships.

If you have any questions about your brand, reach out to us using the contact details below!