

Brand Promise

1. Brand name _____
2. Does your brand currently have a Brand Promise (value proposition)? If so what is it?

3. What business are you in? _____
4. What differentiates your products and services from your competition?

5. How do you offer superior value to your customers? _____

Brand Attribute

6. What word comes to mind when you think of your brand? _____
7. If your brand were an automobile, celebrity or animal what would it be? _____
3. What does your brand stand for? _____
9. What benefits does your brand bring to its customers? _____

Brand Positioning

10. Who are the brand's current and future customers? _____
11. How do current customers do business with the brand? _____
12. Who are the target customers and why? _____
13. What is the brand's positioning statement? _____
14. What is the company's vision?

15. What is the company's key competitive edge?

"A brand is:
The internalized sum of all impressions received by customers and consumers resulting in a distinctive position in their "minds eye" based on perceived emotional and functional benefits"

*Duane E. Knapp,
The Brand Mindset*

A Brand Promise is
written to define the intended functional and emotional benefits from the customer's point of view.

Brand Equity:
-A brands valuation - totality of its perception.

A vision statement is
an overview of a company's purpose.

The brand normally has to do two main jobs:

- Distinguish the company, product or service
- Differentiate the company, product or service from many similar ones in an appropriate, attractive and legally protectable way.

Brand Perception

- 16. How does the public perceive your brand?

- 17. How is your company perceived by the employees?

- 18. How would you like to see your company perceived?

- 19. What are the brand's strengths and weaknesses (internal and external perceptions)?

- 20. How do you offer superior value to your customers? _____

- 21. Comparing you to your competitors, how is your brand positioned in the prospect's mind?
1 2 3 4 5 6 (please check one)
- 22. Who are the competitive brands?

- 23. From looking at the brand equity chart below can you assess how your brand is doing in each of the areas?
Perceived Quality _____
Name Awareness _____
Brand Associations _____
Brand Loyalty _____



"Strategic planning is about the future development of a brand or company and therefore must contain vision, as it is vision which provides the context for growth".
Gavin Chalcraft-
Brandweek 2-20-95

"An effective brand is one that implements a sound design system. Consistency is the key to a successful identity program."
Veronica Napoles
Corporate Identity Design

Unique brand associations can be established in the following ways

- Product Attributes
- Name
- Packages
- Distribution Strategies
- Advertising

"The essence of a brand is some idea or attribute or market segment you can own in the mind."
Al Ries & Laura Ries
The 22 Immutable Laws of Branding