

The Brand Discovery Survey for the Brand Strategy & Marketing Implementation Workshop

The following brand discovery exercises are designed to help you define your business's brand identity. Please allocate at least 20 minutes to complete. Your answers will form the basis for the branding workshop on Monday.

The exercises include:

1. Mission Statement
2. Customer Persona
3. Competitor Analysis/Marketing Positioning
4. SWOT Analysis
5. Marketing Channels
6. Goals & Metric of success

Defining these for your business helps bring focus to design and marketing, which is proven to positively affect the perception and performance of your brand.

Keywords

The keywords you choose here will help define your brand and refine the creative scope. Select as many as you like. In the workshop, we will talk about how to reduce these down to four.

- | | | | |
|--|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Custom | <input type="checkbox"/> Friendly | <input type="checkbox"/> Powerful |
| <input type="checkbox"/> Appealing | <input type="checkbox"/> Delicate | <input type="checkbox"/> Fun | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Artistic | <input type="checkbox"/> Delightful | <input type="checkbox"/> Functional | <input type="checkbox"/> Reliable |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Dependable | <input type="checkbox"/> Futuristic | <input type="checkbox"/> Scientific |
| <input type="checkbox"/> Business Like | <input type="checkbox"/> Detailed | <input type="checkbox"/> Global | <input type="checkbox"/> Sleek |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Earthy | <input type="checkbox"/> Helpful | <input type="checkbox"/> Smart |
| <input type="checkbox"/> Capable | <input type="checkbox"/> Effective | <input type="checkbox"/> Industrial | <input type="checkbox"/> Stable |
| <input type="checkbox"/> Caring | <input type="checkbox"/> Efficient | <input type="checkbox"/> Informal | <input type="checkbox"/> Strong |
| <input type="checkbox"/> Casual | <input type="checkbox"/> Elegant | <input type="checkbox"/> Innovative | <input type="checkbox"/> Tasteful |
| <input type="checkbox"/> Cheerful | <input type="checkbox"/> Energetic | <input type="checkbox"/> Intelligent | <input type="checkbox"/> Technical |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Exact | <input type="checkbox"/> Lively | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Collaborative | <input type="checkbox"/> Exciting | <input type="checkbox"/> Modern | <input type="checkbox"/> Urban |
| <input type="checkbox"/> Colorful | <input type="checkbox"/> Factual | <input type="checkbox"/> Natural | <input type="checkbox"/> Versatile |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Fashionable | <input type="checkbox"/> Nostalgic | <input type="checkbox"/> Youthful |
| <input type="checkbox"/> Convenient | <input type="checkbox"/> Formal | <input type="checkbox"/> Novel | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Fresh | <input type="checkbox"/> Playful | _____ |

Mission Statement

By answering What, How, and Why you do what you do we can form a clearer picture of your business. Detailing the ideal future outcome helps us define what targets we should aim for with your brand strategy

What does your business do? _____

How does your business do this? _____

Why does your business do this? (Try to begin your answer with 'We believe...') _____

What is your unique selling point? How do you differentiate from your competitors? _____

What is the rationale for your business name? _____

What is your brand story? (From origin to present to future) _____

How would you describe your company culture/values? _____

Customer Persona

Select Gender

- Female
 Male
 Other: _____

Job Title: _____

Industry _____

Age (select all that apply)

- 0-10
 10-20
 20-30
 30-40
 40-50
 50-60
 70 or above

Size of company _____

Location _____

Please select 7 traits that your target customer most values from the following:

- | | |
|--|--|
| <input type="checkbox"/> Artistry | <input type="checkbox"/> Honor |
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Individualism |
| <input type="checkbox"/> Autonomy | <input type="checkbox"/> Justice |
| <input type="checkbox"/> Ambition | <input type="checkbox"/> Loyalty |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Logic |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Morals |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Openness |
| <input type="checkbox"/> Curiosity | <input type="checkbox"/> Order |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Performance |
| <input type="checkbox"/> Duty | <input type="checkbox"/> Pressure |
| <input type="checkbox"/> Discipline | <input type="checkbox"/> Power |
| <input type="checkbox"/> Diligence | <input type="checkbox"/> Persistence |
| <input type="checkbox"/> Ease | <input type="checkbox"/> Pride |
| <input type="checkbox"/> Efficiency | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Reliability |
| <input type="checkbox"/> Friendship | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Functionality | <input type="checkbox"/> Security |
| <input type="checkbox"/> Freedom | <input type="checkbox"/> Tradition |
| <input type="checkbox"/> Flexibility | <input type="checkbox"/> Thrift |
| <input type="checkbox"/> Health | <input type="checkbox"/> Trust |

Please select 7 traits that your target customer least values from the following:

- | | |
|--|--|
| <input type="checkbox"/> Artistry | <input type="checkbox"/> Honor |
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Individualism |
| <input type="checkbox"/> Autonomy | <input type="checkbox"/> Justice |
| <input type="checkbox"/> Ambition | <input type="checkbox"/> Loyalty |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Logic |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Morals |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Openness |
| <input type="checkbox"/> Curiosity | <input type="checkbox"/> Order |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Performance |
| <input type="checkbox"/> Duty | <input type="checkbox"/> Pressure |
| <input type="checkbox"/> Discipline | <input type="checkbox"/> Power |
| <input type="checkbox"/> Diligence | <input type="checkbox"/> Persistence |
| <input type="checkbox"/> Ease | <input type="checkbox"/> Pride |
| <input type="checkbox"/> Efficiency | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Reliability |
| <input type="checkbox"/> Friendship | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Functionality | <input type="checkbox"/> Security |
| <input type="checkbox"/> Freedom | <input type="checkbox"/> Tradition |
| <input type="checkbox"/> Flexibility | <input type="checkbox"/> Thrift |
| <input type="checkbox"/> Health | <input type="checkbox"/> Trust |

Competitor Analysis

Listing your competitors will allow us to perform an analysis of the design and strategy of others in your industry. Selecting the variables that apply to your industry will allow you to position yourself in the market. These will be used as axes on a marketing positioning cross graph.

List up to five of your main competitors _____

Select the following variables that your business excels in compared to your competitors

- | | | | |
|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Tailored | <input type="checkbox"/> Quantity | <input type="checkbox"/> Advanced | <input type="checkbox"/> Reliability |
| <input type="checkbox"/> Quality | <input type="checkbox"/> Personalized | <input type="checkbox"/> Detailed | <input type="checkbox"/> Other |
| <input type="checkbox"/> Value | <input type="checkbox"/> Authenticity | <input type="checkbox"/> Fast Moving | |
| <input type="checkbox"/> Specialized | <input type="checkbox"/> Commercial | <input type="checkbox"/> Cost | |

Messaging

When you understand what problems your clients face and how you can fix them, you will be able to produce highly relevant and effective messaging to help communicate your value.

List up to 5 of your customers' main problems _____

List the end benefits of your product/service for the customer? _____

What is the greatest good you can do for your customer? _____

SWOT Analysis

SWOT analysis stands for strengths, weaknesses, opportunities and threats. It is the framework used to evaluate a company's competitive position and to help develop a strategic plan. Fill in each box below as instructed.

Strengths

What your good at? _____

What's working? _____

What do your customers like about you? _____

Weaknesses

What do you want to fix? _____

What do you need to strengthen? _____

What do you need to become more efficient? _____

Opportunities

What the industry might soon want? _____

What you think you'll be good at? _____

What are your differentiators? _____

Threats

What could hinder your growth? _____

Who/What could take your customer? _____

How are consumer trends changing? _____

Market Channels

Do you have a blog, if so how often and how many readers: _____

List business social channels with followers #'s _____

Do you send out an email blast, if so how often and to a list of how many _____

List any other marketing initiatives that your company deploys and if applicable engagement numbers _____

Goals and Metric of Success

List five business goals that you are working on now: _____

List five business goals that you want to accomplish in the next year: _____

How would things look this time next year if you were successful _____

How do you currently measure marketing success _____
