

● Brand Print

A logical structure to prioritize the key communication points of your brand.

To compete in competitive and complex markets, the messages an organization put out need to be clear and consistent. The Brand Print is an easy to understand template that once complete will articulate clearly what the brand stands for, what its messages are, its values, and the assets it has to meet its opportunities. This can be used to inform internal brand development or to brief external agencies.



LOOKING INSIDE

POSITIONING	A sentence that defines the essence of the product.
OPPORTUNITY	What is the gap in the market it will fill?
PRIMARY MESSAGE	How will fill it that gap – the one key piece of information you want to communicate .
SECONDARY MESSAGE	If you had a chance, what second message would be the perfect follow up?
SUPPORT	What three things about you will tell the listener that you know your stuff?
AMBITION	What do you want to achieve in a year? In 3 years?
DREAMS	How far could you go? Think big.
DRIVERS	What have you got to help you get there?
BARRIERS	What will slow you down? And what will stop you?
TONE OF VOICE	How would you describe the product personality? How do you want to be perceived by customers?
VISUAL EXPRESSION	Describe how you see your product. What traits and characteristics must the designs embody?
VALUES	A half a dozen adjectives to describe your approach and the personality of the product.

LOOKING OUTSIDE

CONSUMERS What five common threads run through the type of people who will buy your product?

STAKEHOLDERS After consumers, who are the 3 most important groups to communicate with?

COMPETITION Who is or could be your competition? Are they any good?

BENCHMARKS Which 3 organizations strike a chord with you? Why?

THE NEXT STEPS

THE PLAN In a paragraph, write how you currently plan to meet your ambitions?

IMMEDIATE REQUIREMENTS What do you want – a logo, a name, a website, an ad, a film, a marketing plan, publicity, sales, partners?

FLEXIBILITY What you want may not after all what you need, how willing are you to consider alternatives?

TIMING When do you need a recommendation? And when will it need to be implemented?

DECISIONS Who will make the decisions and how quickly will they be made?

BUDGET You will need one of these. The size will depend on what you need and how we go about providing it.

LONGER TERM REQUIREMENTS What would be good to keep in mind as potential future needs as this work is done.

SACRED COWS Are there any things that absolutely cannot be changed?