

Brand Worksheet

Discovery

Internal Assessment

- Capture vision, beliefs, key communication components
- Interviews

External Assessment

- Customer Audience
- Other Key Stakeholders
- Competitive Review
- Research – proprietary or secondary

Insight

- Analyze data
- Compare contrast internal vs. external perception
- Be accurate

Architecture

- Craft brand promise and elevator speech
- Develop message platform
- Define brand characteristics (personality, tone, voice, graphic identity)
- Detail permissible, and non-permissible, actions

Communications

- Internal
- External

Brand Steward

- Identify the “champion”