

Background and Situation?

Brand Promise

- What is our elevator pitch?
- What is the central promise our brand makes to customers?
- What makes us unique?
- What sets us apart from everyone else?

Goals

- What are our goals?
- What do we want to achieve?
- What do we dream of?

Product

- What do we do?
- What is our product?
- What does the product do?
- What is typical for our product?
- What problems does the product solve for the target group?
- What is good about our product or service?
- What can be improved?

- Characteristic properties of the product:
- Ingredients, materials, consistency, taste, packaging
- How is the product used?
- Product line extension?

History

- What important events have shaped the company?
- What experiences and experiences from the past shape desires today?
- Are there any important milestones?

The company's visions and values

- What is our vision?
- What core values guide our decisions?
- How did we get our name?
- What does our logo look like?
- What does our visual profile mean? How does it look as it does?
- What do our colors mean?

Employees and the workplace

- Who are we as employees?
- How many are we?
- What does the workplace look like and what does it look like?
- What are our values for employee well-being and diversity?
- How can we improve our internal processes to achieve these goals?
- How do we want to be perceived by employees?

Marketing and communication

- How does the market see us today?
- How do we convey our identity through marketing material?
- What channels do we use?
- Are there ongoing campaigns or events?

Background and Situation?

Market and Customers

- Who are our customers?
- How many customers do we have?
- What markets do we operate in?
- How big is the market?
- Are there specific segments of the market we want to focus on?
- What are our most important geographic markets?
- Do we want to increase the customer base or focus on adding value per customer?
- Is the goal to maximize profits or market share, or both?
- Are there strategic partnerships we want to establish?

Target group:

- Why does the target group need our product today?
- What does the target group think about our product?
- How often are we in contact with

the target group?

- How do some potential customers value a product even more?
- Characteristic properties among the users?

Customer Quality and Satisfaction

- How do we measure satisfaction?
- What is our strategy for building customer quality?

Innovation and Development

- How does the company prioritize innovation?
- How have we developed and grown over time?
- Triggers

Pricing Strategy:

- How is our pricing compared to competitors?
- What is our pricing strategy for the brand?

Responsibility and consequence thinking

- How do we think about responsibility and the environment?
- Are there negative consequences any of our projects/products/services have on the environment?
- What potential for new innovations can solve these negative impacts?
- How can we make room for innovation to promote sustainable consumption?
- How can our products affect biological diversity or resource use?
- How can we reduce our ecological footprint?
- How will our innovation affect the carbon footprint and its effects?

Competitors (& the others)

Their product:

- What usability features do our competitors' products have that ours lack?
- What business models are our competitors employing?
- How does our product design compare to that of our competitors?

Implementation:

- What implementation strategies have our competitors used that we haven't considered?
- How effective is our competitors' implementation process compared to ours?

The organisation:

- How does our organisation's structure differ from our competitors?
- What kind of talent and skill sets do our competitors' employees have?
- What are the geographic locations of our competitors, and how does this affect their business?

- How much funding have our competitors raised, and how have they used it?
- What is the size of our competitors in terms of number of employees?
- In which geographical areas are our competitors mainly present?

What they communicate:

- How do our competitors articulate their value proposition on their website and blogs? What are they saying?
- What is the vision and mission as communicated by our competitors?
- What insights can we gain from interviews given by our competitors? What are they emphasising in interviews?

Value proposition:

- What unique value propositions are our competitors offering?
- How does our value proposition stand out from those of our competitors?

Competitors (& the others)

What the other say:

- What does the press say about our competitors?
- What is the public meaning about our competitors on Google and social media?
- What do testimonials reveal about our competitors' products or services? What reviews do they get?
- How engaged are our competitors' followers on social media?
- Why do you think your competitors have succeeded?

3-5 things:

- What do they do better than you?
- What do you do better than them?
- How could they inspire you?
- What could you steal from them?
- What could you copy from them?
- What could you be inspired by and build upon?

Today

Tomorrow

Brand personality?

What if my brand was...

Entertainment and media

- a band/artist
- a music album
- a song
- a movie
- an actor
- a TV channel
- a TV series
- a newspaper or magazine
- a comic book character
- a movie hero

Sports and athletics:

- a sport

- an athlete like a football player, skier, handball player, track and field athlete, etc.
- a type of martial art
- a sports tournament or event

Food and drink:

- a restaurant
- a dish
- a drink
- a type of tea or coffee
- a type of wine
- a fruit or vegetable
- a type of cake or dessert

Animals and nature:

- a pet
- an animal in the zoo

- an animal in the forest
- a natural phenomenon
- a plant or a tree
- a garden plant or flower

Places and travel:

- an address
- a holiday destination
- a planet
- a planet in the solar system
- a building or landmark
- a famous bridge or monument
- a historical figure

History and culture:

- a historical figure
- a member of a royal family

Brand personality?

- an era or historical period
- a continent
- a holiday or festival
- a social movement
- a theater performance

Art and literature:

- an artist
- an author
- a book or a poem
- a collection of poems
- a genre of literature
- a famous painting or artwork
- a character from a novel
- [Tenth Image]

Misc

- a feeling
- a tool
- a game or a hobby
- an adventure
- a vehicle (not just a car)
- an item of clothing
- a piece of furniture
- a country
- an architectural style
- a musical instrument
- a scent
- etc., etc., etc.

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Brand personality? - Archetypes

- **The Innocent:** Brands that adopt this archetype are often seen as pure, good-natured, and optimistic. They aim to convey simplicity and wholesomeness, appealing to a desire for peace and goodness. Examples might include wholesome food products or family-oriented services.
- **The Everyman:** Also known as the Regular Guy/Gal, this archetype seeks to be down-to-earth, friendly, and relatable. Brands using this persona aim to appeal to the average consumer by emphasizing common values and experiences.
- **The Hero:** Hero brands are all about courage and perseverance. They promise to help consumers overcome challenges and aspire to inspire them with qualities like bravery and determination. Sports apparel and equipment often use this archetype.
- **The Outlaw:** Outlaw brands challenge the status quo and appeal to a desire for rebellion. They often position themselves against the mainstream, aiming to disrupt their industry with innovation and bold choices.
- **The Explorer:** Brands that use the Explorer archetype are adventurous and aim to help consumers find new experiences and escape the mundane. They are characterized by a love of discovery and innovation, appealing particularly in the travel and outdoor industries.
- **The Creator:** This archetype is all about imagination, creativity, and the desire to create something enduring and valuable. Brands that embrace this personality often focus on artistic expression, innovation, and visionary ideas, such as technology companies or creative arts businesses.
- **The Ruler:** The Ruler archetype projects power, control, and exclusivity. Brands using this persona often occupy premium segments, offering a sense of legacy and stability, and are typically seen in luxury goods, high-end automobiles, and finance.
- **The Caregiver:** Caregiver brands focus on nurturing and caring. They aim to protect and care for the customer, often seen in healthcare, education, and non-profit sectors.
- **The Magician:** Brands that embody the Magician archetype aim to create a sense of wonder and amaze-

Brand personality? - Archetypes

ment. They focus on transformative experiences and outcomes, often seen in entertainment or high-end technology.

- **The Lover:** The Lover archetype is used by brands that want to evoke passion, pleasure, and sensuality. They are often associated with beauty, luxury, and indulgence, appealing in industries like cosmetics, jewelry, and luxury hospitality.
- **The Jester:** Brands that adopt the Jester archetype are all about fun, irreverence, and living in the moment. They aim to bring joy and laughter, often seen in casual dining, entertainment, and some consumer goods.
- **The Sage:** The Sage seeks wisdom and knowledge, aiming to help consumers understand the world. Brands using this archetype often focus on education, consulting, and advisory services, promoting expertise and thought leadership.

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Internal culture?

The organization's goals and values:

- What is our overarching vision or goal as a company?
- What are our core values?
- Which words describe the company?
- What do we believe in?
- How do our values influence our behavior?
- How does our daily operations support our overarching vision?
- How are we unique compared to our competitors?

Work environment and interaction:

- Where do we meet?
- How would you describe the work environment?
- How are we towards each other?
- How are decisions made internally?
- Individualism or collectivism?
- How do we support each other in daily tasks and projects?
- How do we encourage innovation and creativity among team members?

Handling challenges and success:

- How are crises handled?
- How are victories celebrated?
- How do we tackle mistakes or setbacks?
- How do we learn and grow from these experiences?
- How do we recognize individual and team achievements?

Company's trends and behavior:

- What do you see in terms of negative trends in the company?
- What do you see in terms of positive trends in the company?
- What kind of behavior do we have internally?
- What are the most important changes you've seen in the company over the last year?
- What are potential obstacles for our future growth or success?

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Relationship with target group

Communication

- How do we communicate with our target audience?
- Do we use specific platforms or channels to reach different parts of the target audience?
- Are there communication channels we have overlooked?
- Are there challenges with communicating with the target audience?
- What are we good at in our communication with the target audience?
- How has our relationship with the target audience evolved over time?
- Describe the relationship with the customer in 5 words.
- Which of the principles for influence fits you?
- What does the target audience want to get out of interaction with our brand? Read my text or visit my website?

The General Experience

- How is the relationship between our brand and the target audience?
- How good is the relationship between the brand and the target audience?
- What problems do we solve for the target audience?
- How do we create a good relationship with our target audience?
- How do we want to be perceived?
- Where do we meet our target audience and how do we interact with them?
- How do we trade with our target audience?
- Why should the target audience want to trade with us?
- What specific contact areas (physical or digital) do we use to meet the target audience?
- Are there points of interaction that work better than others?
- How can we improve the target audience's desire to engage with the brand?

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Who are the target group(s)

Demographic information:

- What is the age of your target group?
- What is the gender of your target group?
- What is the marital status of your target group?
- What is the income level of your target group?
- What is the occupation of your target group?
- What is the education level of your target group?
- What is the ethnicity of your target group?

Geographic information:

- Where is your target group geographically located?
- What is important to consider regarding geographic location?

Psychographic information:

- How does your target group think and what is important to them?
- What are the interests and attitudes of your target group?

- What do they believe in?
- How would you describe your target group's lifestyle?
- Five words that describe your target group.
- Attitudes, beliefs, feelings, and values. The family situation of your target group, hobbies and interests, the type of entertainment they engage in. Lifestyle.

Behavioral information:

- Why do they buy your product instead of another?
- How often does your target group buy the product, how much or how many do they buy?
- How long did it take them to decide to buy the product?
- Determine how important brand or loyalty is to your target group.
- What does your target group value most? Convenience, a good price, or quality.
- Is there a special occasion to use your product?

What do the target group say, think and feel?

Self-image and personal values

- When I look at myself in the mirror I see...
- What is my self-image like?
- How do I think/what values do I have?
- What problems do I have? What am I worried about?
- What makes me get up in the morning?
- Which personalities or things can represent what I wish to be?
- What do I dream about?

Information and media habits

- What media and information channels do I like?
- What do I not like?
- What trends do I like?
- What kind of information do I like?
- Where do I look for information?

Behavior

- How are purchase decisions influenced by seasons or events?
- How does marketing affect the target group's buying behavior?
- What are the target group's preferred shopping channels (online, physical store, etc.)?
- What media and information channels do I like?

Product or service

- How do I view the product?
- By using the service, I signal...
- How does the target group use your product or service?
- What are the biggest challenges or problems the target group experiences that your product or service can solve?
- What are the main benefits the target group sees in your product or service?
- How does the target group perceive your product or service compared to the competitors?

What do the target group say, think and feel?

Satisfaction and loyalty

- How satisfied is the target group with your product or service?
- What makes the target group come back for more?
- What could potentially drive customers away from your service or product?
- What do you associate with [concept]?
- What are the three most important factors when you consider buying or using [concept]?
- What do you think could have been better with [concept]?

Today

Tomorrow

Arguments - why should anyone care about you?

- What unique benefits does your brand offer that competitors do not? Think about exclusive products, services, or features that set the brand apart.
- How does your brand make your customers' lives easier or better? This can include convenience, cost-effectiveness, time-saving features, or any emotional benefits.
- What problem does your brand solve that no one else does as well? Focus on the pain points of the target audience that your brand addresses well.
- What is your brand's story, and how does it resonate with your target audience? Milestones, or any aspects that can create an emotional connection.
- How does your brand align with the values or lifestyle of your target audience? Consider environmental concerns, social responsibility, or lifestyle enhancement.
- What proof (such as certifications, awards, or testimonials) supports the claims your brand makes?
- How does your brand's customer service stand out from the competition? E.g superior support, customer care policies, and service levels can differentiate a brand significantly.
- What kind of community or culture does your brand foster? How the brand creates a sense of belonging or community among its customers.
- Are there any innovations or technological advancements that your brand has pioneered? Innovation can be a key differentiator, especially in technology-driven markets.
- How does your brand's pricing or value proposition compare to the competition? Whether it's more affordable or offers greater value for money, pricing strategy can influence the decision-making process.
- What endorsements, partnerships, or networks does your brand have that add to its credibility? Collaborations or endorsements can enhance brand prestige and trustworthiness.
- Does your brand have a unique aesthetic or design that appeals to the target audience? Visual differentiation can also be a compelling reason for preference.
- How does your brand go above and beyond in delivering its products or services? E.g Customization options, speed of delivery, or exceptional guarantees.
- What emotional connection does your brand forge with its customers?

Rational

Emotional

Personality Slider

Use this model to place a circle where you would position your brand. Also place competitors and/or other brands you can compare yourself with. The point is to find how you can differentiate your communication from the others. Note that this is about how you want your target audience to perceive your brand from the outside. For example, whether they see an advertisement, visit your website, hear a presentation, use your product, etc. How would you like your target audience to describe you?

Personal and friendly	←	→	Corporate and professional
Spontaneous and high energy	←	→	Careful, thinking and planning
Modern and high-tech	←	→	Classic and traditional
Cutting edge	←	→	Established
Fun	←	→	Serious
Accessible to all	←	→	Exclusive
Conservative	←	→	Artsy
A lot of information	←	→	Minimalistic