

Brand Brainstorming

Branding your business is the art of crafting a distinct and memorable identity that resonates with your target audience. It goes beyond just a logo and encompasses your company's values, mission, and personality. A strong brand creates a cohesive and recognizable image across all touchpoints, from your website and packaging to social media and customer interactions. Effective branding not only sets you apart from competitors but also builds trust, loyalty, and emotional connections with customers. It's a strategic investment that conveys your unique story and leaves a lasting imprint in the minds of people, making your business not just a product or service, but a meaningful experience.

① Company Background

a. Provide a brief overview of your business's history.

b. What is your business's mission and core values?

② Target Audience

What are the demographics of your ideal target audience (age, gender, location)?

③ Competitors

a. Who are your main competitors in the market and what differentiates your business from them?



4 Unique Selling Proposition (USP)

a. What makes your product/service unique or special?

5 Brand Personality and Tone

a. What tone or emotion do you want your brand's communication to evoke?
(friendly, professional, innovative, etc.)

6 Brand Perception

a. How do you currently perceive your brand? Is there any gap between the current and desired brand perception?

7 Brand Name and Tagline

a. do you have a brand name and tagline?

If not, what qualities should they convey?

If yes, are you open to reevaluating you current brand name and tag line?

8 Brand Message and Story

a. What is the key message or story you want your brand to communicate?
