

The Brand Platform

In-class activity

Set 1

1. Who is this brand for? (who is the target audience?)

2. What is the brand's competitive set? (What category does it belong to)

3. What does this brand promise to do? What is unique about this brand? What is the 1 reason why customers should buy this brand (according to the brand itself)

4. Why (according to the brand) should we believe the claims of the brand about the unique benefit you described in question 3 above?

Set 2

1. What are the brand's key physical characteristics, features that are distinct, stand out, and/or represent the brand?
2. How would you describe the personality of this brand? I.e., if this brand were a person, what type of person would they be?
3. What does this brand believe in, what are its values?
4. What kind of relationship does it seek with its customers?
5. How do customers of the brand like *others* to see them, as a result of buying the brand?
6. How do customers of the brand like to see *themselves* ideally?
7. If you could sum up what the brand is about in 1-2 words, what would you say?