

# PRINT OUT: BRAND FOUNDATIONS

Your brand is more than just a logo. Running through a brand foundation exercise is fun and rewarding. Below outline the three modules to get you started.

## POSITIONING MODEL: MODULE 1

Last Update Version Date:

### Who are some of our prime prospects?

(Describe all of the possible core customers, defined by the motivational trigger that unites a group of disparate people across traditional demographic identities.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Who are currently, not our prospects?

(Still, we can never be everything to everybody. Describe all consumers who wouldn't have an affinity for our service at the present time.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What is the competitive set?

(Our key competitors, from the customer's point of view. Usually best defined in terms of "who will lose the sale we make?")

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What is the current environment like?

(Insight into the competition, market conditions and consumer attitudes that can affect the success of our brand.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What are some key insights / leverageable points of difference?

(Sometimes these are very obvious; sometimes they are just under the surface.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What has to be communicated to our prime prospects?**

(Describe all barriers our core customers need to have addressed.)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**What are some of our customer aspirations?**

(How our customers wish to see themselves or to be perceived by their peers.)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**WOTAR ANALYSIS: MODULE 2**

Last Updated Version (insert date)

**Strengths**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Weaknesses**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Opportunities**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Threats**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Aspirations & Results**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Last Updated Version (insert date)

**Personality – What kind of person are we?**

(How do we want people to experience us?)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Character – What will people remember?**

(What are our personal values that we want people to remember about us after introduction?)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Attitude – What will people remember?**

(How will we want people to describe us to their family and friends?)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Logical – What do we want people to think about us?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Emotional – What do we want people to feel about us?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Breakout Questions**

1. If our brand was a car what would we be? \_\_\_\_\_
2. Who are our heroes? \_\_\_\_\_
3. If someone came to dinner at our brand's house what music would be playing? \_\_\_\_\_