



brand platform development worksheet

You know that developing a brand for your organization can be very valuable. But, where do you start? How deep do you need to go? What are the outcomes and deliverables? The answers differ for every organization.

Starting the process of developing a brand for your organization can be a paralyzing experience. This Brand Platform Worksheet is designed to help you get started. It asks some tough questions that need to be thought through and answered authentically. It will begin to frame your thinking about your brand.

Review the worksheet with your team or partners and set time aside to think about each section and question and then complete the sheet as a group.

Once completed, the brand platform becomes the foundation for expressing your brand. The platform can provide guidance and influence on all communications, experiences and touchpoints of your brand.

Getting Started

The following questions need to be answered completely with total agreement from all decision makers before you start on the worksheet:

1. Who are you as an organization and what do you do / what are your capabilities?
2. What are your credentials / qualifications?
3. What are your short and long term goals, and what is your strategy to achieve these goals?
4. How much demand exists for your products/services?
5. What is the perception of your organization in the marketplace? If it is a new venture, what is the perception for the kind of work your organization does?

Defining the Organization

Brand Promise

The brand promise is the single quality that drives the organization and something that your constituents can count on. Think of the brand promise as the emotional link between you and your customers. For example, the Mercedes Benz brand promise is to deliver luxury to its customers. And they do it through their automotive products.



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Attributes

List the 3-5 primary attributes or qualities that are at the core of your organization. Is it innovation, superior customer service, or uncompromising quality in product development and manufacturing? Whatever attributes make the list, these values become the core to the brand's identity. Together with the brand promise, they should influence every decision the organization makes as it moves to execute its business strategy.

1. _____
2. _____
3. _____
4. _____
5. _____

Mission

The mission is a short statement that speaks to the core reason the organization is in business — besides making a profit. It covers the purpose you want the business to accomplish or a need that is currently unfulfilled.

Organizational Description

This is a short, 25 - 40 word definition of what the organization does.

Descriptor

A short 3-5 word definition of the business.



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Target Audiences

Identify, prioritize and define all categories of stakeholders....employees, customers, investors, media, etc.

Defining the Organization's Place in the Market

Position / Unique Selling Proposition

What is the key selling point of your product/service? Can others make the same claim? If so, it's not unique.

Category

What sector or category does your organization operate in? Can your organization be the first to create and own a sub-sector of the category?

Key Message Points

What are the 4-5 key messages that you want everyone who comes into contact with the organization to know?

1.

2.

3.

4.

5.

Tagline:

A memorable phrase that supports the brand.

Strategy Studio specializes in developing brands for entrepreneurial and emerging companies. Our brand programs garner enthusiasm, pride and loyalty from customers, employees and investors for our clients.

Your questions and comments are welcome. Please contact us at platform@strategy-studio.com