



INTRODUCTION

Brand Canyon, Co. has been engaged to help you build a brand, create an ad or develop an entire campaign. In order to do that, we need to start by answering the following six questions as they pertain to your business, its products and/or services:

- 1) Who are you?
- 2) What are you?
- 3) What are you good at?
- 4) What are you best at?
- 5) Why are you different
- 6) How do we communicate that to the public?

Once we do that, we will begin a more elaborate but valuable process of creating or developing a brand or branded components intended to be used in this company's effort to:

- ✓ **Identify the existing characteristics and components of the Company that are the building blocks in developing the brand and subsequent ads and campaigns or**
- ✓ **Introduce new characteristics and concepts that will enhance and differentiate the brand to create a stronger and more distinct image for the Company**
- ✓ **Create a unique and consistent branding package that includes:**
 - ✦ **Brand identity kit**
 - ✦ **Positioning statement(s)**
 - ✦ **Advertisements**
 - ✦ **Campaigns**
- ✓ **Launch the brand, ads or campaigns**

The first step in this process is to provide the business owner or owners with questionnaires in order and obtain opinions regarding the company and the product. The questionnaires will serve as a baseline and a reference point in order for us to prepare:

- ✓ Business and Brand Overview
- ✓ Goals and Objectives
- ✓ Business and Brand Survey and Assessment (for existing brand and businesses)
- ✓ Brand Review and Recommendations

If there is more than one principal, owner or strategist involved in this process we will seek input from all. Our goal in a multiple interview process is to identify the points of consensus, areas of differentiation and create a list of other issues that should be addressed prior to refining the brand and the concept. Those interview responses will be clearly attributed and will be addressed prior to moving forward with the brand development process.

We hope this overview helps and that it brings some clarity to your continuing effort to build The Company into a brand leader in its category.

BUSINESS AND BRAND DEVELOPMENT GOALS & OBJECTIVES

BUSINESS AND BRAND SURVEY AND REVIEW

Including but not limited to:

- ✓ Company, product and service strengths, weakness, opportunity and threat (SWOT) analysis
- ✓ State of the industry
- ✓ Competitive assessment

BUSINESS AND BRAND ASSESSMENT AND RECOMMENDATIONS

BUSINESS AND BRAND OVERVIEW

- 1) **Company Name:**
- 2) **Address:**
- 3) **Other locations:**
- 4) **Mission Statement:**
- 5) **Service or product:**
- 6) **Business Name (if different from above)**
- 7) **Logo description:**
- 8) **Colors and typeface:**
- 9) **Tagline:**
- 10) **URL and Keywords:**
- 11) **Primary product category (SIC Code):**
- 12) **Target Market:**
 - + Demographic:
 - + Geographic:
 - + Psychographic:
- 13) **Customer Demographics:**
- 14) **Product price points:**
- 15) **Product or Service features**
- 16) **Product or Service points of differentiation**
- 17) **Current competitors:**
- 18) **Current Marketing and Advertising programs:**
- 19) **Budget(s):**

SWOT Analysis

Evaluate the Strengths, Weaknesses, Opportunities, and Threats associated with your product, project or business. This will help us to specify the objective(s) of the effort and help identify the internal and external factors that may be favorable and unfavorable to achieving the objectives.

Strengths

attributes that help in achieving the objective.

Weaknesses

attributes that are harmful to achieving the objective.

Opportunities

external conditions that are helpful to achieving the objective.

Threats

external conditions that might damage the business's performance.

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Goals – General description of desired results.

Objectives – Substantive and measurable elements of the goals.

Strategies – Plan of action to achieve goals and objectives.

Tactics – Specific and identifiable components of the strategy.

Characteristics

List the characteristics that appeal to your customers and the things that differentiate you from your competitors.

Distinctions

List characteristics that differentiate you from your competitors and the benefits that your competitors do not offer.

1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	

Core Brand Values

List the values your company considers critical to its existence. The values that permeate and transcend the corporate culture.

Core Brand Values Expanded

Briefly describe those values that are listed on the corresponding panel.

1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	

Critical Core Values

Identify the most critical core values from the previous list. Those values that if absent would threaten the existence of your business.

Critical Core Values Expanded

Please expand on those critical core brand messages describing when, where and how these critical core values are exhibited throughout the company or the product.

1.		1.	
2.		2.	
3.		3.	

Core Brand Message

List in order of importance the top three brand messages that your company will be communicating to its audience. These may or may not be slogans although they typically take that form.

Core Brand Message Expanded

Briefly describe where this message would be presented and how it would be communicated to the audience.

1.		1.	
2.		2.	
3.		3.	

Basic Brand Personality & Demos

The overall tone, attitude, traits and characteristics you will use to deliver your messages. How will you say what you say?

Answering the following questions may help:

- + Is your brand male, female or both?
- + Is your brand young, middle-aged, old or all?
- + Is your brand upscale or blue-collar
- + Is your brand local, regional, national or global?

Brand Personality Expanded

Provide brief descriptions or more detailed explanations of the personality traits listed on the page. Try to be as descriptive as possible.

SEX		
AGE		
EDUCATION		
INCOME		
GEOGRAPHY		
LANGUAGE		
tone		
ATTITUDE		
LIFESTYLE		
OTHER		

Descriptive Terms

Select three terms from the following list that best describe your business or product. Please write them in the spaces below.

- | | | |
|---------------|-------------|-----------------|
| ✦ Classy | ✦ Soothing | ✦ Tasty |
| ✦ Fresh | ✦ Corporate | ✦ Exciting |
| ✦ Masculine | ✦ Regal | ✦ Feminine |
| ✦ Fun | ✦ Rich | ✦ Hot |
| ✦ Healthy | ✦ Powerful | ✦ Sexy |
| ✦ Carefree | ✦ Cool | ✦ Genuine |
| ✦ Trustworthy | ✦ Cheerful | ✦ Durable |
| ✦ Futuristic | ✦ Soft | ✦ Vintage |
| ✦ Relaxing | ✦ Natural | ✦ Technological |
| ✦ Ecologica | ✦ Patriotic | ✦ Reflective |
| ✦ Geographic | ✦ Friendly | |

First Word: _____

Second Word: _____

Third Word: _____

BRANDING PRODUCTS & SERVICES MENU

BRANDING PRODUCTS ✓ ✓ ✓

Personality Development

- Celebrity Endorsement
- Celebrity Creation - MAX

Video Production

- Corporate
- Training
- Infomercial
- Fund-raising

Television

- :30 TV PSA
- :30 TV Commercial
- Local Television Show Segment Production and Procurement
- Interviews
- Video Press Release

Radio

- :60 Radio Commercial
- :60 Radio PSA
- :30 Radio Commercial
- :30 Radio PSA
- Interviews

Print

- Magazine Advertising
- Newspaper Advertising
- Newspaper Insert
- Posters
- Hero Cards
- Holiday Cards

Custom Promotional Products (examples)

- Blinking Ice Cubes
- Die-Cast Cars
- Rotationally Molded Characters
- Wrist Bands
- Check Presenters
- Lanyards

Telephone

- Custom Voice Message
- Listen-only Voicemail
- Celebrity Messaging
- Promotional Calling

Out-of-Home

- Billboards
- Bus Shelters
- Bus Boards
- In-Stadium (Chase Field, U of Phoenix Stadium, US Airways Center, Glendale Arena, Peoria Sports Complex, Sun Devil Stadium, etc.)
- In-Theaters (Harkins, AMC)
- Taxi Cab Toppers

Internet

- Website
- On-line Video Messaging

BRANDING SERVICES ✓ ✓ ✓

Brand Plan

- Brand Creation
- Brand Development
- Brand Maintenance
- Brand Revitalization

Organization Identity

- Name
- Logo
- Stationary Package

Creative Services

- Script Writing
- TV
- Radio
- Copywriting
- Website
- Print
- Voicemail

Media Placement

- Schedule Recommendation
- Schedule Negotiation

Internet

- Website Design
- Webpage Creation
- Create Online Advertisements
- Banner Ads

Print

- Newspaper
- Event Publications
- Magazines
- Communications
- Newsletters
- Strategic Manuals
- Recruitment

Publicity

- Print
- TV
- Radio
- Community
- MySpace
- YouTube

Sponsorship Partnerships

- Corporate
- Non-profit

Event Planning

- Grand Opening
- Special Event
- Customer Appreciation Event
- Conference