



BASIC BRAND BRIEF

How to use this:

1. This brief usually takes a brand strategist about 5-10 hours to complete. There are other research components like a competitive analysis and a target audience definition exercise, but that data is compiled here. If you have not defined your audience or you don't have a thorough understanding of your competitors and industry. Do that first.
2. If you are a company and you have hired an agency or a consultant to develop an identity or campaign and they don't have a clue about the information in this brief. Fire them.

1. What are you selling?

2. Who is your audience (demographics, psychographics)

3. Who are your competitors? (local, national, global)

4. What are industry trends? What is the cost of entry, meaning, what does every business need to offer in order to baseline succeed?

5. What brands do you feel connect with what you want your brand to convey and why?

6. What are some of your unmet needs of your potential customers?
Meaning, what are the things your customers are missing that your brand/product solves?

7. What is the personality/tone of your brand?

8. How will your product disrupt the industry? What is the cultural impact your product could have?

9. What is the main message or brand promise you would want to communicate to your customer that would get them to buy or connect with your product?

10. What are some secondary messages that you want to communicate to your customer?

11. What are some reasons to believe #8 + #9? Reasons To Believe is the PROOF. This is extremely important. These are the facts that make your brand promise true.

12. If there were a news article, a press release, what would the title of that headline be that would motivate people to share the news?

13. What are some executional mandatories that are required of your brand? (this could be FDA requirements, corporate policies like no use of the color red, or logo mandatories)