

Creating Your Brand Platform

Worksheet

What is our vision?

What are the program goals/objectives?

Program Goal:

Marketing Objectives:

What do we do?

What is our product?

Who are our target audiences?

Primary:

Strategic Partners:

Influencers:

What are the characteristics of the primary target audience?

Demographics:

Psychographics:

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What action do we want our target to take? Primary Audience:

Which benefits will most likely motivate target audience to change behavior? Primary Audience:

What are the barriers preventing the audience from taking action? Primary Audience:

Why are we unique in the marketplace? What are our points of difference?

What is our competition? [By audience]

What do we believe in?

What key insight should be the focus of the brand?

What is our personality?

What terminology do we use to describe the brand?

What is the visual style of the brand?

What is our color palette
