

# Brand Exercise 02 / Creating a brand strategy

## Define your brand

- Summarize the findings from the “What Makes Up a Brand” questions on history, competition, mission, market orientation, scale, organization, reputation, and stability.

## Define your market

- Who are you trying to reach?
- Where do you want the brand to be?
- What do you want the consumer perception to be?

## Define the strategy

- How can your brand get there?
- How will your brand match the consumer perception?
- What will attract customers to your brand?
- What will detract customers from your brand?

## Define the management

- What trends will impact the industry?
- How will you measure growth?