

Brand Exercise 01 / What makes up a brand?

History

- What is your origin story?
- What people make up the company? Why are they special?
- How did your company get here?

Competency

- What is your core strength?

Mission

- Why does your company exist?
- Where is your company headed?
- What are your goals?
- What are you contributing to the industry?

Market Orientation

- What are the stated wants and needs of your customers?
- How does your business serve these?
- What are the hidden wants and needs of your customers?
- How does your business serve these?

Organization

- Who is in charge of the brand?
- Who is in charge of the marketing?

Reputation

- What is the current image of the company with current or former customers?
- What is your Net Promoter Score (NPS)?
- What do you think your reputation is?

Brand Exercise 01 / What makes up a brand?

- What has improved your reputation?
- What has damaged your reputation?

Stability

- How would you describe your financial performance?
- What are your financial goals?
- Is this information public or private?
- How does your company demonstrate growth?
- How does your company demonstrate a commitment to the market?

Notes
