

Brand target: Look at what your business or product does and how it fits into the bigger context. What does your product do? "Helps people run faster." How do that? "Today, we make shoes." Why do we do it? "To help people live healthier lives."

Audience

1

2

3

4

Others

Audience: Identify your top 3–4 audience groups for your brand. Note: This is a stack-ranked, so your most important audience and your most important audience should be at the top.

Values

1

2

3

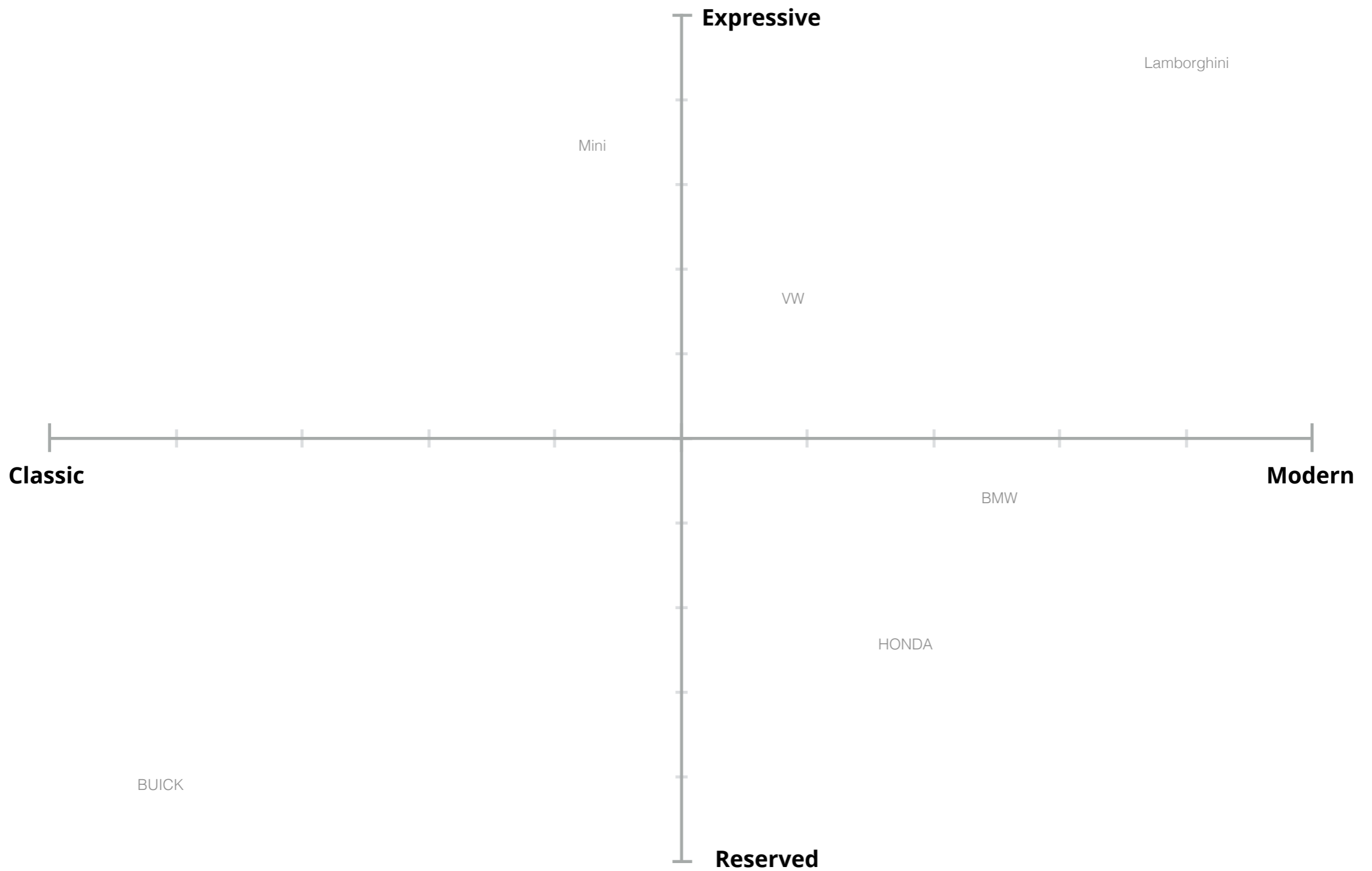
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Others

Values: Identify your top 3–4 brand values (e.g. secure, thoughtful, healthy, innovative, intelligence) Note: This is a stack-ranked, so your most important audience and your most important audience should be at the top.



Spectrum: Try to place a dot along the spectrum of each row. Note that there are plenty of reasons to be on the less exciting side — e.g. a brand like Wells Fargo comes with built-in trust, whereas Simple Bank stands out in a crowd of old stodgy banks. It's also OK to be in the middle, especially if one or two other rows have strong characteristics that you'd like to stand out.



Quadrants: Map your competitors and your own brand across the field of the spectrum. Trust and confidence are generally located in the lower left while innovation and excitement are in the upper right.