



BRAND STRATEGY GUIDE

10 questions to get you started on your brand strategy

1. Who is your target market/demographic?
2. What's your unique selling point (USP)?
3. What is your company tagline?
4. What was the idea behind the name? - Is there a unique story?
5. What is the company ethos you want to deliver?
6. What should customers/clients feel, think and see when they see your brand or logo?
7. What are the company's core values?
8. How will your brand reflect your mission statement?
9. What do you want your brand identity to accomplish?
10. Why will customers (/potential customers) remember you?