

**CUBICLE  
NINJAS**

# **Brand Assessment Workbook**



# Hello!

Creating an authentic consumer experience begins with understanding market complexities. Backed by data-driven insights, our brand consultants design custom strategies to build trust, capture leads, and enable growth.

Realize your potential. When done effectively, any marketing initiative can foster trust, build relationships, and elicit emotion in a target audience. Our process is designed to ensure you have the key data required to make informed decisions for your brand.

Tired of homework? As long as you know this information we're all set. Our expert team can capture this information by phone or in person if it would be a better fit.

# Your Vision

By establishing a clear and focused vision, we create the foundation to your companies beliefs, its mission, and its connection to your audience.



## **What's your story?**

Tell us how your brand began and how you got here today.

## **What's your mission?**

Why does your brand exist? What drives you to do what you do?

## **Why are you different?**

Why do people choose you over your competition?

## **How do you see your brand?**

This is the foundation of your brand personality – the traits that define you and inspire how you communicate.

# Your Target Market

Identifying your target audience allows to hone in on your messaging, tone and visuals. Understanding the mindset of your core market brings you another step closer to success.



## Persona #1 Who are we talking to?

### Demographics

Age

Gender

Job Title

Anything else?

## Goals and Challenges

### What are their goals?

How do you help them achieve these goals?

### What do they value?

How does your company provide this value?

### What do they fear?

How does your company alleviate this fear?

# Your Target Market

Identifying your target audience allows to hone in on your messaging, tone and visuals. Understanding the mindset of your core market brings you another step closer to success.



**Persona #1**  
Who are we talking to?

**Interactions**

How should this persona view your company?

How will this persona find your company?

How will you sell to this persona?

What is the final call to action for this persona?

# Your Target Market

Identifying your target audience allows to hone in on your messaging, tone and visuals. Understanding the mindset of your core market brings you another step closer to success.



## Persona #2 Who are we talking to?

### Demographics

Age

Gender

Job Title

Anything else?

## Goals and Challenges

### What are their goals?

How do you help them achieve these goals?

### What do they value?

How does your company provide this value?

### What do they fear?

How does your company alleviate this fear?

# Your Target Market

Identifying your target audience allows to hone in on your messaging, tone and visuals. Understanding the mindset of your core market brings you another step closer to success.



**Persona #2**  
Who are we talking to?

**Interactions**

How should this persona view your company?

How will this persona find your company?

How will you sell to this persona?

What is the final call to action for this persona?

# Your Target Market

Identifying your target audience allows to hone in on your messaging, tone and visuals. Understanding the mindset of your core market brings you another step closer to success.



## Persona #3 Who are we talking to?

### Demographics

Age

Gender

Job Title

Anything else?

### Goals and Challenges

#### What are their goals?

How do you help them achieve these goals?

#### What do they value?

How does your company provide this value?

#### What do they fear?

How does your company alleviate this fear?

# Your Target Market

Identifying your target audience allows to hone in on your messaging, tone and visuals. Understanding the mindset of your core market brings you another step closer to success.



**Persona #3**  
Who are we talking to?

**Interactions**

How should this persona view your company?

How will this persona find your company?

How will you sell to this persona?

What is the final call to action for this persona?

# Your Competition

By understanding your competition, we can gain insight to the market place and find opportunities for success. Could there be gaps between services offered and industry demand?



Competitor #1

What are their weaknesses in the market?

What are their strengths in the market?

Competitor #2

What are their weaknesses in the market?

What are their strengths in the market?

Competitor #3

What are their weaknesses in the market?

What are their strengths in the market?

# Your Focus



What are your organization's strengths?

What are your organization's biggest challenges?

List any priority products you want to promote:  
(if applicable)

List any priority services you want to promote:  
(if applicable)

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# Your Focus



Is there anything  
else we should  
keep in mind about  
your organization's  
priorities?

A large empty rectangular box with a thin black border, intended for a user to write their response to the question above. The box is currently blank.

# Your Future Goals



What do you want  
to be known for?

How do your  
future plans differ  
from today?

# Define Your Goals

As partners in your success, we've seen that when quantitative and qualitative goals are set (and designed against), the results are higher.



What quantitative goals do you have for your brand?

What qualitative goals do you have for your brand?

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# You're Ready!

We've got everything we need now to have an effective conversation about your brand and marketing strategy.

Understanding your unique goals, audience, and experience vision helps us provide the most helpful creative and technical recommendations throughout the process. Be sure to save this document and refer back to it throughout the design process.

Let's get started!