

The background is a vibrant orange with various geometric patterns. In the top right, there's a white wireframe cube. In the bottom right, a 3D bar chart with five bars of varying heights is shown in shades of orange and yellow. The text 'CUBICLE NINJAS' is in the top left, and the main title 'Brand Assessment Workbook' is in the center left, all in white. The title is highlighted by yellow rectangular blocks.

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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.

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# 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 your brand personality. The traits that define you & inspire how you communicate.



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# Your Focus

In order to accurately understand your current place in the market you must identify what your current strengths and challenges are.



**What are your  
organization's  
strengths?**

**What are your  
organization's  
challenges?**

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

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



# Your Target Market

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



## Demographics

Persona #1

### Who are we talking to?

How do you identify your audience?

Age

Gender

Job Title

Location

Anything Else?

### 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 & visuals. Understanding the mindset of your core market brings you closer to success.



## Interactions

Persona #1

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 & visuals. Understanding the mindset of your core market brings you closer to success.

## Demographics

Persona #2

### Who are we talking to?

How do you identify your audience?

Age

Gender

Job Title

Location

Anything Else?

### 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 & visuals. Understanding the mindset of your core market brings you closer to success.



## Interactions

Persona #2

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 & visuals. Understanding the mindset of your core market brings you closer to success.



## Demographics

Persona #3

### Who are we talking to?

How do you identify your audience?

Age

Gender

Job Title

Location

Anything Else?

### 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 & visuals. Understanding the mindset of your core market brings you closer to success.



## Interactions

Persona #3

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?

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# Your Competition

By understanding your competition, we can gain insight to your market place and find opportunities for success.



**Competitor #1**

**What are their  
weaknesses?**

**What are their  
strengths?**

**Competitor #2**

**What are their  
weaknesses?**

**What are their  
strengths?**

**Competitor #3**

**What are their  
weaknesses?**

**What are their  
strengths?**

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# Your Competition

By understanding your competition, we can gain insight to your market place and find opportunities for success.



**Competitor #4**

**What are their  
weaknesses?**

**What are their  
strengths?**

**Competitor #5**

**What are their  
weaknesses?**

**What are their  
strengths?**

**Competitor #6**

**What are their  
weaknesses?**

**What are their  
strengths?**



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# Define Your Goals

As partners in your success, we have seen that the earlier goals are realized in the process, the better your creative will work to drive the results you need.

**What do you want  
to be known for?**

**How do your  
future plans differ  
from the current  
state of your  
brand?**

**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, & experience vision helps us provide the most helpful creative & technical recommendations. Be sure to save this document & refer back to it throughout the design process.

**Let's get started!**