



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

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? Anything Else? Gender 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?

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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**

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emograpnics			Persona #2
Who are we talking to? How do you identify your audience?	Age Job Title Anything Else?	Gender Location	
What are their goals? How do you help them achieve			

What do they value?

these goals?

How does your company provide this value?

How does your company alleviate this fear?

What do
they fear?

Your Target Market

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Interactions Persona #2

How should this persona view your company?

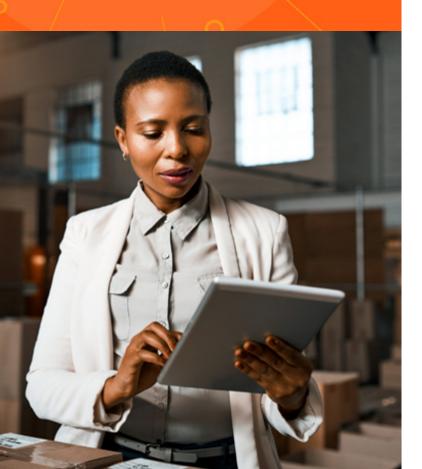
How will this persona find your company?

How will you sell to this persona?

What is the final call to action for this persona?

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Demographics Persona #3

Who are we talking to? How do you identify your audience? Anything Else? Gender 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?

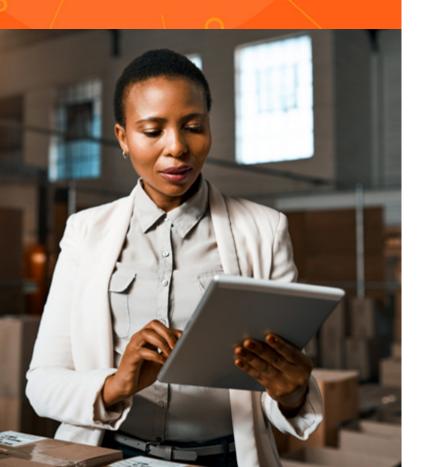
What do they fear?

How does your company alleviate this fear?

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Your Target Market

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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?

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?	

Your Competition

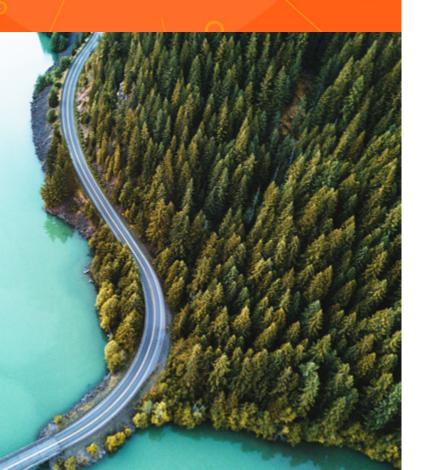
By understanding your competition, we can gain insight to your market place and find opportunities for success.



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?	

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?	

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!