

Brand Contract Worksheet

A. Reason for Being

A brief statement that expresses why the brand exists (e.g., what need or needs does YOUR ORGANIZATION fit?) The statement must be applicable for ALL MARKETS.

Example of reason for being:

Fed Ex is an express delivery system that will deliver your packages by noon the next day.

Current: Mission based

Desired: What do you want it to be? What would you tell the YOUR ORGANIZATION board? As a member, what would you tell your neighbor? Does the reason for being need to change? Would you express it differently?

Current	Desired

B. Brand Character

What are YOUR ORGANIZATION's distinguishing personality characteristics (e.g., honest, serious, adventurous, fun, natural, elegant, etc.? Note: these should not be product/feature descriptors)

Is YOUR ORGANIZATION male or female? How would YOUR ORGANIZATION be dressed? What kind of car would YOUR ORGANIZATION be? Would it drive a different car in different markets? How is YOUR ORGANIZATION different from the competition?

Current	Desired

C. Target Audience

Size, demographics, psychographics, geographics, lifestyle, usage, loyalty. Internal and external audiences.

Current: What, if any, audiences has YOUR ORGANIZATION targeted through communications, products, presentations, etc.?

Desired: If you had to pick, who would you choose as the target audience for YOUR ORGANIZATION products and services?

Current	Desired

D. Principal Differentiating Benefit

Tangible, logical

Example of a tangible differentiating benefit:

Fed Ex was the first to debut with noon-the-next-day service.

What is special about YOUR ORGANIZATION? What does it offer that is not evident in the competition and that is applicable to all markets? What differentiating benefit is available?

Current	Desired

Psychological

Examples of a psychological differentiating benefit:

**Fed Ex — trust. It will absolutely, positively be there.
GE: “We bring good things to life.”**

What is the emotional connection between YOUR ORGANIZATION and its target audiences?

Current	Desired

Reasons to Believe

Features, pro-your organizations, technology, services, competency, authority, heritage, image

Example of reason to believe:

Fed Ex — money-back guarantee.

Current	Desired

Summing up the Brand Position:

To: (Target Audience) YOUR ORGANIZATION is a (Frame of Reference) that has/does

(Point of Difference) because (Reason to Believe).

Example:

To: (Individuals responsible for priority shipments) Fed Ex is the (express delivery company) that (will have your packages there by noon the next day) because (it has a money-back guarantee).