

Brand Passport:



Signature

What do stakeholders instantly associate with your brand

Values & Personality

The traits of the brand in the eyes of the customer. How does it behave?

Promise

The brand's promise to its customer

Philosophy

What are the ideas that govern your company's ethics, objectives and vision

Brand Purpose

Its reason for being and the things it stands for

Insight

That one aspect of all you know about the consumer which shows you how the brand can best solve a problem, or create an opportunity, for them. The insight is specific to the competitive situation, and to the target.

Target Group

Your customer base or community. This is the person(s) for whom the brand is - or wants to be - the first choice. The chooser should be defined in terms of attitudes, behaviour and values as well as in socio-economics.