

Building Brands

1. What is the most important need of your target customer?

2. Compare yours and your competitors' brands:

Criteria	Your Brand	Competitor-1	Competitor-2
Awareness about the brand in customers (Give rating Out of 10)			
Loyalty to the brand (Give rating Out of 10)			
Perceived quality (Give rating Out of 10)			
Comparative ranking (Who is number 1, 2 or 3 in customers' mind?)			
Competitive Advantage (Describe what is their strong advantage)			

3. Describe your brand in one or more words:

My Brand Name: _____

My Core Identity: _____

4. What is your brand's value proposition?

Functional benefits: _____

Emotional benefits: _____

Self-Expressive benefits: _____

5. Why should your customer buy from you?
