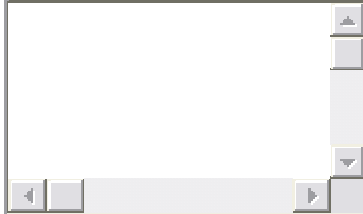


Brand Promise Section

Question #1

What does the brand stand for?

(Please answer in your own words, max 500 characters)



Question #2

To what extent does your brand promise (your Overpromise) grab the attention of potential customers?

We don't have one/It doesn't ☐ ☐ ☐ ☐ ☐ ☐ ☐ Exceptionally well

Question #3

To what extent does your brand promise (your Overpromise) differentiate you from competitors?

We don't have one/It doesn't ☐ ☐ ☐ ☐ ☐ ☐ ☐ Exceptionally well

Question #4

When buying this category of product or service, how important to customers is your primary competitive differentiator?

Not important ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very important

System TouchPoints

Question #5

When potential customers are searching for this type of product or service, how easy is it for them to get all the information they would need on your product or service to make a purchase decision? Does it require checking multiple sources, taking multiple steps or having multiple meetings? Do you also provide competitive information?

Very easy and comprehensive ☐ ☐ ☐ ☐ ☐ ☐ ☐ Difficult and incomplete

Question #6

How easy is it for customers to actually buy your product?

Difficult, slow, distant, complex ☐ ☐ ☐ ☐ ☐ ☐ ☐ Easy, fast, close, simple

Product TouchPoints

Question #7

Does the name of the product or service invoke curiosity?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Maddeningly so

Question #8

Does the name of the product or service clearly tell users what it is or does?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Clearly and obviously

Question #9

Is the name of the product or service consistent with your Overpromise?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Completely consistent

Question #10

How affordable is the product or service for its intended target market? How easy is financing the product, if applicable?

Not very affordable/complex financing ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very affordable/easy financing

Question #11

How well does the packaging add value before the purchase? (i.e. by protecting the product, creating visual appeal that grabs attention, increasing perceived value, or providing information that aids decision making)

Not very well ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Exceptionally well

Question #12

How easy is it to get the product out of the package and into immediate use? How simple are the instructions? How easy is it to get immediate value from the product or service?

Very difficult/complex ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very easy/simple

Question #13

Is the product or service design visually arresting, interesting, and emotionally appealing?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very

Question #14

Does the design invite customers to touch, use, engage, and explore the product?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Absolutely

Question #15

How functional is the design? Does the design make use easy, enjoyable and practical? How well does it fulfill its

Not at all ☐ ☐ ☒ ☐ ☐ ☐ ☐ Exceptionally

Does repeated use strengthen or weaken its perceived value to the customer?

Does the product or service create an emotional connection with the user?

Does use of the product or service drive high levels of word of mouth advertising or referrals?

How complete and easy to access is after sales support?

How strong is your service guarantee or warranty?

How would you rate the product or service's ability to change the way customers feel about themselves?

How would you rate the product or service's ability change the way others feel about them? (i.e. does it provide status or coolness, invoke envy, etc.)

Is the product or service easy to dispose of at the end of its useful life without excessive hassle and environmental impact? Can it be upgraded, resold or reused by others? Is it completely consumed in the process of its use?

Easy/environmentally friendly ☐☐☐☐☐☐☐ Difficult/not environmentally friendly

Human TouchPoints

Question #24

To what extent do your people enhance, extend or make your product or service more valuable to customers through their efforts?

Low extent High extent

Question #25

To what extent do they amplify and reinforce your Overpromise?

Low extent  High extent

Question #26

How congruent are they with the brand personality in their attitude, style, dress, speech, actions and overall demeanor?

Not congruent  Very congruent

Overall Experience

Question #27

Have you built positive surprises into your overall experience that will delight customers?

None  Many

Question #28

To what extent is the overall experience streamlined, easy, fast and hassle-free?

Low extent  High extent

Question #29

How consistent is your brand experience across locations, customers and transactions?

Very inconsistent Very consistent

Question #30

How congruent are all of the elements of your brand? To what extent does each of the elements amplify and reinforce the same values, look, feel, image, attitude and point of view?

Not congruent/low extent Highly congruent/high extent

Question #31

How well does the end-to-end experience fulfill and exceed your brand promise (your Overpromise)? To what extent do you Overdeliver on your Overpromise?

Low extent  High extent

Question #32

How likely do you believe your customers are to recommend your products or services to friends or associates?

Not very likely ☐ ☐ ☒ ☐ ☐ ☐ ☐ Very likely