

Answer the following questions from the perspective of the brand as it exists. Illustrate & expand answers with visual examples in a support document.			01
DISCOVERY	WHAT IS WORKING? What are we doing right? What resonates? What is loved?	WHAT ISN'T? How can it be more effective, expanded or improved?	
A. WHAT does the brand actually do? What does it promise to do? & Is it delivering on that promise?	他和Vision Australia公用一个核心价值观，但是provide service type不一样	让user更加明白seeing eye dog这个program是干嘛的	
B. WHO is it for? What are they like? Is the audience right? Is the brand connecting with it's desired audience?			
C. What are the BRAND'S VALUES? Is it exhibiting them correctly? What are the social / political / environmental / cultural concerns it should be aligned with?			
D. LOOK & FEEL What graphic assets & equity does the brand have? What is their personality? Does their brand expression align with the above?			
E. COMPETITORS Who are they? What do they look & feel like? What are they doing well? Is our brand worse, better or any different?			