

Answer the following questions from the perspective of the re-brand you are creating. Be clear & succinct.

INSIGHT : Identify **The Problem** the product, service or event is solving :

AUDIENCE : Identify **WHO** the product, service or event is targeting. List their needs, dislikes & desires :

BRAND STRATEGY :

WHAT is the simplest functional description of what we offer?

HOW do we deliver it? How do we act, think & make?

WHY do we do this? What is the purpose of what we do? What is our mission/vision? Why should people care?