

BRAND PRIMER

your guide to your brand.





INTRODUCTION

This brand primer is designed to help develop a solid framework from which to build your brand and your business.

The worksheet explores 6 key elements of your business: **your company, your brand, your competitors, your consumers, your products, and, of course, your packaging.**

Take it from the top and fill in the blanks to the best of your ability. This document is guaranteed to get the creative juices flowing.



1. COMPANY

Company Name

Basic info

Segment

Website

Please provide a short history and brief description of your company.

*How did it start?
What principles was it
founded on? Who's who
and what's what*



What is your company's key competitive edge?

What are your key product/service differentiators?

How do you offer superior value to your consumers?

Where do you see your company in five years?

What are your long-term goals? Hopes and dreams are okay here.

Oh, the possibilities!



2. BRAND

Primary Brand Name

Secondary Brand/Product Family Name

Website

http://

Does your brand name have a meaning, symbolic reference or back story?

What is your brand's mantra or tag line?

Nike: Just Do it. Ford: Built Ford Tough.

In your opinion, what are your brand's:
Strengths?

1.

Weaknesses?

1.

What is your brand's value proposition?

This should be a statement that summarizes why a consumer should buy your product. It should convince a potential consumer that one particular product or service will add more value than other similar offerings.

What is your brand's positioning statement? Not sure? Fill in the blanks below to draft one.

Here's an example: For mothers who want natural cleaning products, the Sani-Spray product line is

For

who

, the

is a(n)

that

.

an antibacterial cleaner that contains no harsh chemicals.

product category/
type

key benefit/compelling reason to buy



Provide adjectives that best describe your brand's attributes. We're looking for words like: fun, modern, energetic, antique, or sexy.

What words come to mind when you think of your brand? (or your expectations)

1.

4.

2.

5.

3.

6.

For example: We're the Mercedes Benz of personal care products.

Please associate your brand's personality with the following:

Animal:

Music Genre:

Automobile:

Magazine:

Celebrity:

Retail Store:

Feel free to send an image.



Does your brand identity use symbols or icons? What are they and what do they mean?

®

What colors or fonts does your brand identity primarily use? Provide Pantone , if available.

In your opinion, what is the most identifiable element of your brand's identity?

Are you open to updating or changing your brand identity? Yes No

If so, on a scale of 1-10, how bold of a redesign would you like?

1. 2. 3. 4. 5. 6. 7. 8. 9. 10



3. COMPETITION

Who are your top 3 competitors? For each, what is their most valuable attribute? Competitor Attribute

1.	
2.	
3.	

What is the biggest threat to your company or brand in the marketplace today?

What is the most exciting thing that a competitor has done in the last 10 years?

What made you say: "Why didn't we think of that?!" This could be anything from a new product type, functionality, or a clever marketing campaign.

Compared to your competitors, how is your company/brand perceived by consumers?

How is your company/brand perceived within the industry?

Are you the new kid on the block? The sleeper? The industry standard? A force to be reckoned with? The trend setter?

What else should we know about your competition?



4. CONSUMER

Who are your brand's current consumers? Who are the future consumers

Tell us about the consumers that your company is targeting today. Who would you like to target tomorrow?

Is this product going to be purchased by one person for use by another? Who is the purchaser? Who is the user?

Which gender do you primarily target?

Men
 Women
 Unisex

Which age segments do you primarily target? Check all that apply.

0-5 years
 6-14 years
 15-24 years
 25-34 years
 35-44 years
 45-54 years
 55+ years

What is your target's highest level of education completed?

High School
 Some College
 Undergraduate
 Masters/Doctoral
 I'm not sure
 Doesn't matter

What is the geographic area in which your primary target resides?

Urban
 Suburban
 Rural

What is your primary target's socio-economic group?

Lowest Income \$
 Highest Income \$\$\$

Do you have market research or focus group data that you would like us to reference? Please send it along with your completed brand primer.

Use this field to add any additional details about your target consumer demographic.



Are there any unmet user/consumer needs that could be addressed?

Is this product used in a specific setting, environment, or in conjunction with other products?

*For example: Pet shampoo is often used one-handed, in a wet environment.
Automotive wax renders the best results when applied with a microfiber cloth.*

Is the product associated with any specific leisure activity or situation?

For example: Mission Court Grip is applied to sneakers by basketball players during games to help improve their traction on the court.

Purchase Drivers: What matters most to your consumer? Please rate low to high.

	1	2	3	4	5	6	7	8	9	10
Product Price	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
Package Size Flavor / Fragrance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficacy Functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Formulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fill in and rate your own purchase drivers here. What are the largest motivators for your target consumers to purchase your product?

Anything else you would like to share about your consumers?



5. PRODUCT



Primary Brand:
Campbell's
Sub-Brand:

Product Name:
Chun
Classic Chicken
Noodle

Primary Brand Name

Sub-brand/Product Family Name

Product Name

How many products are in the family?

Please list all flavors/fragrances of the products in the family.

Where is the product primarily sold? Check all that apply.

Club Store

Grocery Store

Specialty Store

Convenience Store

Catalog

eCommerce

Other:

For Example: A POP display, cold case, retail shelf, floor stack, or vending machine. Please include dimensions.

What is the merchandising format?

What is the target retail price?

Tell us about the usage cycle. Is this product durable, refillable, disposable or single-use?

Are there any 'Green' or 'Sustainable' initiatives to consider?

Anything else about this product that we should consider?



6. PACKAGING

Fill in the specifications to the best of your ability. As your project progresses, we will work with you to refine the details.

	STRUCTURE SPECIFICATIONS	CLOSURE SPECIFICATIONS
	Material	Closure Type
	Target Fill Volume	Neck Finish
		Special
	Overflow Capacity	
	Neck Finish	Color(s)
	Color	Notes
	Max. Height	
	Max. Width	
	Max. Depth	

How is the package currently filled? Will it continue to be filled this way?

We love details! We strive to optimize our designs to minimize freight costs and maximize efficiency. Please include any dimensions that you think we could consider.

Do you use secondary packaging such as a branded outer box, bag, or clamshell?

Do you use tertiary packaging for bulk handling, warehousing, or transport?

*Corrugate boxes
Shrink-wrapped pallets*

Are there any Department of Transportation, pack out, or cube restrictions? Are the goods hazardous or temperature sensitive? If so, please elaborate.



NOW WHAT?

Congratulations on completing your brand primer.
Your insight will play a key role in developing brand-centric packaging solutions that will ultimately increase your net income.

Please share this document with your Liquid360 Consultant.

Best wishes for robust growth and customer thrill.