

# KNOW WHAT MOTIVATES AND MOVES YOUR TARGET MARKET

# DEFINING YOUR BRAND

Who is your brand / product / service designed to appeal to and what are they like?

- Define your target audience
- Are they different to your current consumers?
- What is your relationship with them and what would you like it to be?
- Understand how they work and live
- What influences their buying behaviour
- Are there any industry perceptions that are a challenge or advantage?

# WHY?

Why should your target audience care about / like/ love your brand?

- Why do you do what you do as an organisation?
- What do you believe?
- How do you drive their behaviour?

# WHAT?

What is important / different / unique about your brand - and what's in it for your consumers?

- How does your brand fit in with the way consumers live and work

# HOW?

How do people relate / connect / engage with your brand at a physical, rational and emotional level?

- Brand engagement is partly created by your organisation, but is equally created by the perceptions, attitudes, beliefs, and behaviours of those consumers you are engaging with.

# WHEN?

When do people use your brand / product / service and how do they use it?

- Every contact your consumer or potential consumer has with your brand forms their brand experience.
- How does your brand meet your brand promise and expectations?

# WHERE?

Where will consumers find your brand / product / service and how will they recognise it?

- What are your brand touch points? Eg, social media, face to face, word of mouth, phone calls, mail, retail, TV.
- Are you consistent with your brand and messaging. Do you tell your story consistently and ensure all your marketing collateral is supportive of your brand.