



Brand Intake Document

1. Describe your service/product as best you can.
2. List the most important attributes about your brand, product or service.
3. List the benefits
4. What is the company/service/product positioning?
5. Identify and describe competitors
6. Describe any unique philosophy or spirit of your business.
7. What is the most important message your brand or product conveys?
8. If the target thinks one thing about the company from hearing the name alone, what should that be?
9. Who is the primary target audience?
10. What should be the goal when talking to this audience?
11. What should be avoided when talking to this audience?
12. What is the tone and image you want to convey in your social places? Funny and casual or formal and buttoned up?
13. What assets should be used for your social place profiles, walls, photos, videos etc?
14. Are there current website or Facebook pages that you can provide as examples of companies you admire or dislike? Please be specific noting what you like, or dislike?
15. How would you like to be perceived?
16. What keywords describe your brand?