

Design Brief / Marketing Profile

Brand Profile

Project

Project/Program/Product Line to be developed

Business Objective

Specific Business Aim

Positioning Statement / Unique Selling Proposition

A positioning statement describes how the client has positioned itself in the market, including the unique opportunity offered by the client, the competitive advantage of the product, detailing the factors that differentiate it from all others.

Brand Equity

What is the Meaning/Equity of the name? What are the associated values?

Market

Who is the specific Audience? Who are primary and secondary audiences?

Consider:

Demographics, Psycographics Business Category, Function, Attitude, and Size

Competititon

Who will compete with this business in the mar- ketplace? Be specific.

Location

Where will this piece be located (shelves, wallets, streets, etc)

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