

P5 Project Brief: (Name of company)

COMPANY PROFILE

Tell us about your company:

*Please provide as much information about **your company** as possible including size, history, achievements, goals, web/store presence, etc.*

Do you have a tagline or slogan? If so, please share it with us.

PRODUCT/SERVICE

What are you selling or what is the service you are providing?

Please provide as much information as possible including photos, specs, pricing, etc.

What makes it unique? Why would a customer purchase your product or service over the competition? Does your product or service have points of differentiation from competitors?

Who is the primary target audience (use both demographics and psychographics including age, gender, income, employment, geography, lifestyle, beliefs, family, values, etc)?

*Please DO NOT say “everyone” is your target market or provide a large age range. Please share with us **the primary demographic** that will purchase your product or service so that we may provide the most effective solution to meet their needs. Please describe your ideal customer in as much detail as possible using both demographics and psychographics.*

Key Benefit: Why should your target audience be interested in the product, service or program? Why do they buy the product or service? What is the biggest benefit or result they will receive? What is their biggest problem and how are you solving it?

What is the current process of how your customers interact with your product or service (What is their experience)?

Please share things like how they discover the product or service, how they get in touch with you, what your customer service process entails, how they purchase, how you send estimates/invoices/bills/receipts, how your product or service is delivered/packaged and any follow-up processes.

Do you think this process and experience could be improved in some way?

Would you like to improve the customer service process? Would you like them to feel like they’re receiving VIP service instead of regular customer support? Would you like the process to be more fun and exciting? Would you like it to be more interactive? Please share.

BRAND PERSONALITY

Please describe your company/brand's character in 3-4 words:

If your brand was a person, what characteristics would you use to describe them to someone? Is your brand wise, thorough, rebellious, witty, casual?

Business Personality Scale (Select 1-10):

Choose a number based on where you think your current brand sits on each scale as well as where you would like it to sit (if different). For example, if your brand feels young and vibrant, then choose a lower number on that scale, such as 2 or 3, vs a more traditional feeling that might sit at a 7 or 8.

Young < 1 ----- 10 > Mature

Feminine < 1 ----- 10 > Masculine

Economical < 1 ----- 10 > Luxury

Classic < 1 ----- 10 > Modern

Playful < 1 ----- 10 > Serious

Quiet < 1 ----- 10 > Loud

Simple < 1 ----- 10 > Complex

Subtle < 1 ----- 10 > Obvious

Can you name a personality (celebrity, etc.) that embodies the character of your organization? *If your brand was a personality on tv, in movies, etc., who might it be? Who might star in a commercial for your brand? Tip: You can choose more than one person or a combination of people.*

What is the feeling your customer should have after using your product or service? *What feeling do they get from interacting with your company, product or service? If your customer was to describe you to friends, what would you want them to say you're about?*

COMPANY IMAGE/REPUTATION

Current image (how your consumers perceive you):

Example, "Customers perceive us to be an affordable house-cleaning service, but don't utilize our add-on packages."

How you wish to be perceived:

Example, "We wish to be perceived as the high-end, high quality service provider that we are and shift our image to being partners that provide you with comprehensive household support and service, and not just one-off cleaning services for the masses."

MARKET POSITION

Who are your direct competitors?

Please provide company names and any collateral available (website addresses, business cards, logos, etc).

What is your current market position?

This is your position in relation to your competition. Are you a leader in your industry? Are you up and coming? Are you new to the market? Are you established or unknown?

What is the nature of the problem to be solved, or need to be met? What are your marketing goals?
I'm not reaching my target audience, people don't get what I do, etc.