



BRANDING STEP 1:

The Homework

Here are some of the questions to answer before you get starting on a branding exercise:

1. What does your company do? (Sell a product, offer a service?)
2. How would you describe your company?
3. How would your employees describe your company?
4. How do you want your customers to see your company?
5. What do you want people to see when they see your logo?
6. How about when they read your content?
7. Or see your ads?
8. Can you identify your competition?
9. What makes your company different and better?
10. What's your industry?
11. Do people know your company?
12. What's the big opportunity leading you to establish a brand?

That's a start. Let's continue the conversation.

We've learned over the years that the most successful engagements start with a holistic look at a company, its competitors, and the industry. That process gives us understanding and a roadmap.

SAY HELLO

1195 Park Avenue, Suite 202
Emeryville, CA 94608

[510] 339 • 9922
info@farinella.com