

Brand Emergence 6P Process Questionnaire

Discovering Insight that Resonates



Your Brand Is Bigger Than You Think.
Let's Discuss What It Can Be.

Brand Emergence 6P Process Questionnaire

Our work doesn't rely on luck or gut feelings in order to be successful. There's a process we follow to ensure that your Brand is communicated properly. A lot more goes into it, but below are just a few of the questions we ask to help unleash a Brand's full potential.

PURPOSE/PICTURE: What Action Are We Trying to Achieve?

PROBLEM: What Is the Communication Trying to Solve?

PROMISE: What Is It You Are Delivering to Your Customers in Order to Create Value?

PERSON/PEOPLE: Who Is the Person, or People We Are Connecting With?

PROPOSITION: Illumination – This Is the Insight/Connection We've Been Searching For.

PLAN: This Is How We'll Bring the Insight to Life.

1. PURPOSE/PICTURE: What Action Are We Trying to Achieve?

What is the marketing objective? Is it share, volume, awareness, etc.?

Where are we planning to go specifically, and what will it look like when we get there?

Paint a vivid picture of the improved reality.

How do we envision the future for the brand?

What is the big opportunity for the brand?

What is the purpose of the advertising?

What do we want our customers to do after seeing the communication?

2. PROBLEM: What Is the Communication Trying to Solve?

What is the consumer problem that advertising will solve?

What problems, issues or concerns have consumers had (if any) with this product in general?

What is most important about the market? Any developments, trends we need to be aware are happening?

What is the most critical issue affecting where we are in the marketplace? What is the most critical issue affecting where we should be in the marketplace?

What is the “Product” image problem? (Example: Duracell touts long-lasting power, but is it really a matter of dependability, it’ll work without the worry, etc?)

What stands in the way of our starting block and the destination?

3. PROMISE: What Is It You Are Delivering to Your Customers In Order to Create Value?

What is the answer to the question “Why should I buy this product rather than some other?”

What are the benefits that exist in the product?

What are the attributes that exist in the mindset?

What is the key fact about the brand and product?

How does our brand differ from the competition in FACT?

How does our brand differ from the competition in PERCEPTION?

Does our product REALLY compete based primarily on a benefit basis, or is/are there other factors involved?

What is the role of the brand?

It’s not “what is our brand going to do for our customers?” but rather “what are our customers going to be able to do with our brand?” In other words, “How does our brand help people behave, or enable people to behave together that is exciting and inspiring and different from the behaviors that other brands inspire?”

What is the message our customers want to hear?

What stance does the brand take? Is it leadership, innovator, etc?

What is the difference that the brand intends to make in people's lives?

What is the specific motivation behind the brand? What is our very essence? Our identity? What is true to who we are? What does our brand stand for?

What universal human truth does the brand best reference? What 'higher calling' are we providing our customers?

What's the reward for starting a relationship with our brand?

What's the reward for continuing to behave this way with our brand?

What will help improve our buyer's understanding of our brand?

What can we say about our brand/product that can cause a change in belief?

What is the result of using our brand/product? (Gratification? Feel good about themselves? Etc.)

Is the answer to success found in the product or service you offer or in the consumer?

To get your complete copy of this Brand-changing document, email Rob Petrovich at Rob_Petrovich@yahoo.com.

We Don't Make Ads. We Build Brands.
There's a Difference.



Your Brand Is Bigger Than You Think.
Let's Discuss What It Can Be.