

Kick-Ass Brand Identity - Checklist

This checklist by Clement Lim of limwriter.com will help you define your brand identity. And kick some serious ass.

1. Where do you sit in the market?

- What is your target market?
- What is their demographic ?
- What are their buyer personas?

SWOT analysis:

- **Strengths:** What do you do better than anyone else?
- **Weaknesses:** What do you need to improve?
- **Opportunities:** What trends can you capitalise on?
- **Threats:** What challenges do you face?

2. What's your mission?

- Why do you exist?
- What do you care about the most?
- How do you treat others?

3. What makes you different?

- More fast?
- More effective?
- Less expensive?
- Less complicated?
- More attractive?

- More reliable?
- More knowledgeable?
- More responsive?
- More understanding?
- More likeable?

4. What's your essence?

"We buy on emotion and justify with logic."

— Joe Sugarman

- Walt Disney - "Magic"
- Nike - "Inspiring"
- Ben and Jerry's - "Playful"
- Apple - "Innovative"
- Target - "Everyperson"

Eugene Schwartz's three dimensions of a prospect's emotion:

- **Desires:** What they want.
- **Identifications:** Who they wish to be.
- **Beliefs:** How they see the world.

5. What's your personality?

Jennifer Aaker's 5 dimensions of brand personality:

- **Sincerity:** Down-to-earth, honest, wholesome, cheerful.
- **Excitement:** Daring, spirited, imaginative, up-to-date.
- **Competence:** Reliable, intelligent, successful.
- **Sophistication:** Upper class, charming.
- **Ruggedness:** Outdoorsy, tough.

Brand voice:

- Do you use formal or colloquial language?
- Do you use technical terms or pop-culture references?
- Do you follow convention or break the rules?

6. What's your message?

Classic brand mantras:

- **Nike:** Authentic Athletic Performance
- **Disney:** Fun Family Entertainment
- **Ritz-Carlton:** Ladies & Gentlemen Serving Ladies & Gentlemen
- **BMW:** Ultimate Driving Machine
- **Betty Crocker:** Homemade Made Easy

Brand identity guidelines

- The right tone of voice to use.
- The topics you want to focus on.
- The topics you want to avoid.
- The values you want to spread.
- The way you position your products and services.
- The responsiveness and engagement levels to customers.
- The way you deal with crisis and controversy.

Brand identity exercise

Are you:

- Casual or professional?
- Cutting-edge or traditional?
- Accessible or exclusive?
- Spontaneous or meticulous?
- Outspoken or reserved?
- Energetic or calm?
- Fun or serious?

Good luck and let me know how you get on!