

# PRIZE PIG MEDIA

## **What's the company mission statement? Why does the company exist? What's the goal?**

Your mission statement is a short sentence or two about why the organisation exists, what its overall goal is and identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.

The mission is to...

## **What's the company vision? What do you want achieve in the future?**

A **vision statement** is like a photograph of your future business, which gives your business shape and direction. A **vision statement** provides the direction and describes what the founders want the organisation to achieve in the future.

The vision is to...

## **Product &/or Services Positioning Statement**

This is like your company mission statement, only more specific to your offerings. Just one sentence will do.

## **What are the core values?**

Examples: Community, Education, Transparency etc.

## **What's your long-term goal for the company? Where do you see yourself in 3 or 5 years?**

The long-term goal is to...

## **How would you like to be perceived by others?**

Examples: Trustworthy, Efficient, Cool / Modern?

## **Who is your primary target market? Who's your ideal customer? What they like/dislike?**

Base it on demographics (age, education, income, etc).

## **Who are your main competitors?**

## **What do you offer your target market that others don't?**

## **What is your competitive advantage or USP?**

## Brand Development

### **Value proposition: How do you solve customers' problems? What are the benefits?**

This should summarise why someone should buy your products or invest in your services.

**How do you plan to focus on your target audience?**

**What is your target audience Language?**

**What will your main forms of advertising be?**

**How will most customers find out about your company?**

**Where do most of your customers live?**

### **Branding**

**What keywords best describe your business? Pick 5 words that represent your brand**

Examples: Traditional, established, edgy, strong, enthusiastic, unique, high-tech, fun, serious, original, etc.

**If you had to describe your company/organisation in one word, what would it be & why?**

**How would you describe your brand to a friend? How would you describe its style?**

**What other brands would yours become friends with?**

**What actor/actress would be perfect to play your brand? Why?**

**What kind of car would your brand be? What animal would represent your brand?**

**Does your company have a tagline?**

**Three messages your brand needs to communicate**

Why does your brand matter? These messages should be relevant to your target audience.

**What is the most important message to get across?**

## Brand Development

### Design

**What do you want your logo to say about you?**

**What colour palettes might you prefer? Why?**

Blue is the most aesthetically pleasing colour to the human eye.

**Where will the logo be primarily used?**

**Are there any elements you would prefer to see in the logo?**

**In your opinion, what defines a well-designed logo?**

**What logos do you like / dislike and why?**

### YOU

**What's your story?**

**Think of 5 words that describe you**

**What type of personality do you have?**

**How do you make your clients feel?**

**Why do they trust you?**

### Existing Brand

**If you have an existing brand, what do you think is wrong with it? Can it be improved?**