

WHAT IS YOUR BRAND'S *Reason For Being?*

CHECKLIST

Why does this product or brand exist?

Who is the consumer?

What problem are you solving for the consumer?

How does your brand solve the problem?

Is the solution immediately evident to the consumer?

Does anyone else solve the same problem for the same consumer? Who? How are you different?

Based on your answers above, do you have a unique, consumer-centric reason for being in the market? Consider this rigorously.

If yes, does your unique reason for being come to life across all touchpoints – packaging, website, social, digital marketing?