

# BUILDING BRAND AWARENESS

Name of the **Product, Company** or **Service** to develop brand awareness around:

**Your** best features / Advantages:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Competitor's** best features / Advantages:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Your** current ad campaign / slogan

**Competitor's** current ad campaign / slogan

**Your** previous ad campaign / slogan

**Competitor's** previous ad campaign / slogan

Rate **Your** current brand awareness:

1 2 3 4 5 6 7 8 9 10  
**LOW** ← → **HIGH**

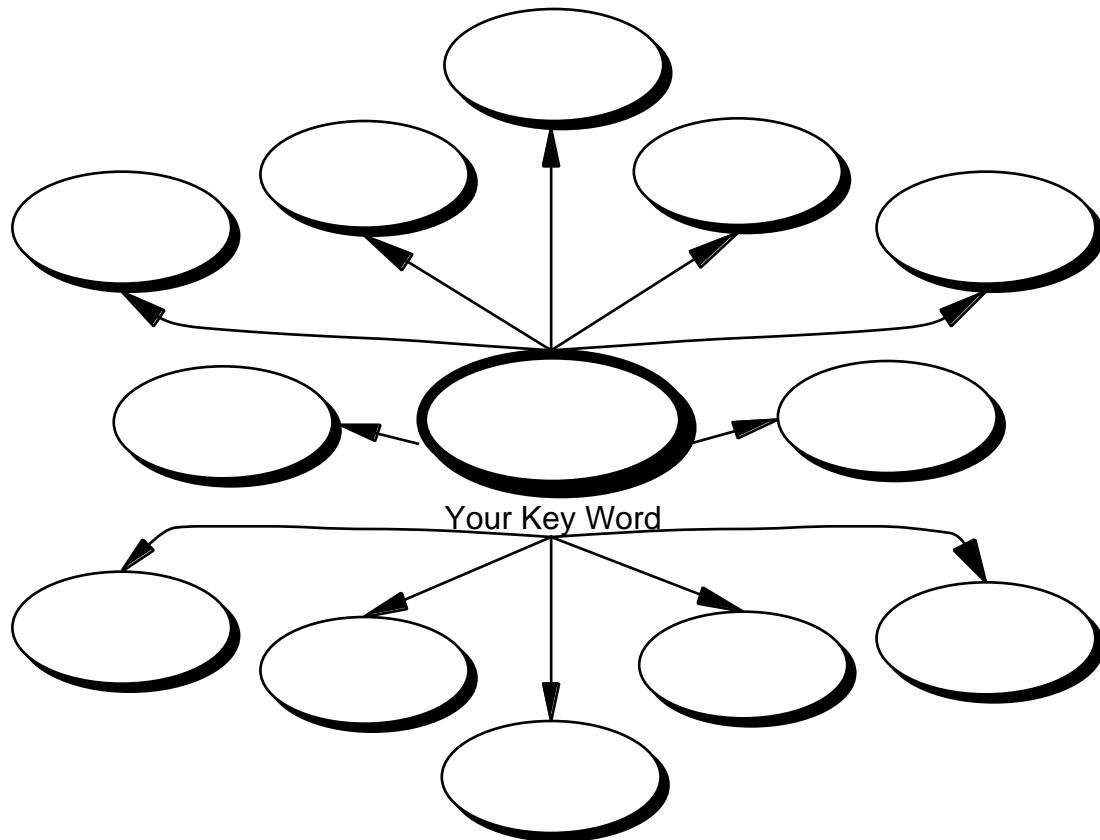
Rate **Competitor's** current brand awareness:

1 2 3 4 5 6 7 8 9 10  
**LOW** ← → **HIGH**

How might you create greater brand awareness for **your** Product, Company or Service?

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# BRAND AWARENESS: CONCEPTUALIZATION



In order to strategically position your “brand” to a higher level of market recognition, identify related businesses, products or services that you may be able to reach out to. These are your core strategic partner prospects.

Strategic partnerships may foster branding opportunities. Branding may help you open up new market opportunities for your products and services.

**DIRECTIONS:** In the center oval above, write down the key word which lies at the core of your cluster (your business name, product name or service). Then write down the companies, products or services your mind associates with your key word and place those ideas into the connecting ovals. These connecting ovals now contain the names of your strategic partner / branding prospects.