

# BRAIN BUILDER ANALYSIS WORKSHEET

The following is good brain training. In the checklist below, fill in the blanks as there is space. When you have more data than the space allows, note where you can find the information. A word document is available for this (and all worksheets in this book) at [www.brandbuilderworkbook.com](http://www.brandbuilderworkbook.com)

Date: \_\_\_\_\_

Problem Statement \_\_\_\_\_

## I. COMPANY

1. Name of Brand, Company, or Organization \_\_\_\_\_  
\_\_\_\_\_
2. Location \_\_\_\_\_
3. Contact person \_\_\_\_\_ Work phone \_\_\_\_\_  
Email \_\_\_\_\_ Cell phone \_\_\_\_\_
4. Organization and major activities; subsidiaries \_\_\_\_\_  
\_\_\_\_\_
5. Company history \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Company mission \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Company vision and philosophy \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Corporate Objectives \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. Financial Data relevant to marketing \_\_\_\_\_  
\_\_\_\_\_
10. Annual Report \_\_\_\_\_
11. Key personnel/managers \_\_\_\_\_  
\_\_\_\_\_
12. Recent news from online database sources, newspapers (include published news releases from the company) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## II. CATEGORY

13. Category definition (check SIC codes and description) \_\_\_\_\_  
\_\_\_\_\_
14. Size of category in units, dollars, etc. \_\_\_\_\_  
\_\_\_\_\_
15. Category history and growth \_\_\_\_\_  
\_\_\_\_\_
16. Category growth projections \_\_\_\_\_  
\_\_\_\_\_
17. Distribution channels/methods of distribution \_\_\_\_\_  
\_\_\_\_\_
18. Major manufacturers and players \_\_\_\_\_  
\_\_\_\_\_
19. Seasonal factors \_\_\_\_\_  
\_\_\_\_\_
20. Regional factors \_\_\_\_\_  
\_\_\_\_\_
21. Other relevant category factors \_\_\_\_\_  
\_\_\_\_\_
22. Legal considerations \_\_\_\_\_  
\_\_\_\_\_
23. Major trade publications/trade organizations in category \_\_\_\_\_  
\_\_\_\_\_

## III. PRODUCTS WITHIN CATEGORY

24. Share of category by product \_\_\_\_\_  
\_\_\_\_\_
25. Product form description (size, flavor, model, etc.) \_\_\_\_\_  
\_\_\_\_\_
26. New product introduction \_\_\_\_\_  
\_\_\_\_\_
27. Benefits and appeals of new products \_\_\_\_\_  
\_\_\_\_\_
28. New packages, innovations in products \_\_\_\_\_  
\_\_\_\_\_
29. Recent news about product category \_\_\_\_\_  
\_\_\_\_\_

#### **IV. BRAND DESCRIPTION**

This section will focus on the collection of marketing and advertising information for a brand.

- 30. Top brands by dollar or unit sales in category \_\_\_\_\_  
\_\_\_\_\_
- 31. Growth trends and history of top brands \_\_\_\_\_  
\_\_\_\_\_
- 32. Share of category by country and region \_\_\_\_\_  
\_\_\_\_\_
- 33. Pricing trends of competitive brands \_\_\_\_\_  
\_\_\_\_\_
- 34. Recent news about brand \_\_\_\_\_  
\_\_\_\_\_

#### **V. CONSUMER PROFILE**

- 35. Demographics of users \_\_\_\_\_  
\_\_\_\_\_
- 36. Frequency of purchase/usage \_\_\_\_\_  
\_\_\_\_\_
- 37. Place of purchase \_\_\_\_\_  
\_\_\_\_\_
- 38. Heavy-user profile \_\_\_\_\_  
\_\_\_\_\_
- 39. Awareness and attitudes toward brand \_\_\_\_\_  
\_\_\_\_\_
- 40. Decision-maker vs. purchaser \_\_\_\_\_  
\_\_\_\_\_
- 41. Normal purchase cycle \_\_\_\_\_  
\_\_\_\_\_
- 42. Brand loyalty/switching \_\_\_\_\_  
\_\_\_\_\_

#### **VI. ADVERTISING (BRAND AND COMPETITION)**

##### **Messages**

- 43. Creative strategies of top brands \_\_\_\_\_  
\_\_\_\_\_
- 44. Specific promises, appeals, claims, special effects \_\_\_\_\_  
\_\_\_\_\_
- 45. Examples of past and current executions \_\_\_\_\_  
\_\_\_\_\_

### **Media**

- 46. Category and brand spending \_\_\_\_\_  
\_\_\_\_\_
- 47. Seasonality (by quarter) \_\_\_\_\_  
\_\_\_\_\_
- 48. Rationality (spot buying) \_\_\_\_\_  
\_\_\_\_\_
- 49. Media employed by top brands \_\_\_\_\_  
\_\_\_\_\_
- 50. Spending patterns – flighting, continuous, etc. \_\_\_\_\_  
\_\_\_\_\_
- 51. Spending compared with market share or ratio of sales \_\_\_\_\_  
\_\_\_\_\_

### **Promotion, Public Relations, Direct marketing, Event marketing**

- 52. Promotions used in category \_\_\_\_\_  
\_\_\_\_\_
- 53. Major brand promotion types and examples \_\_\_\_\_  
\_\_\_\_\_
- 54. Success rates of promotions \_\_\_\_\_  
\_\_\_\_\_
- 55. Public Relation examples \_\_\_\_\_  
\_\_\_\_\_
- 56. Major brand PR examples \_\_\_\_\_  
\_\_\_\_\_
- 57. Direct marketing examples \_\_\_\_\_  
\_\_\_\_\_
- 58. Major brand direct marketing examples \_\_\_\_\_  
\_\_\_\_\_
- 59. Event marketing and sponsorships examples \_\_\_\_\_  
\_\_\_\_\_
- 60. Event marketing and sponsorships of major brand \_\_\_\_\_  
\_\_\_\_\_

### **Other pertinent information**

- 61. Personal interviews \_\_\_\_\_  
\_\_\_\_\_
- 62. Other information sources \_\_\_\_\_  
\_\_\_\_\_

**VII. CREATIVE REQUIREMENTS**

- 63. Font, color, logo requirements \_\_\_\_\_  
\_\_\_\_\_
- 64. Disclaimers required to appear in ads \_\_\_\_\_  
\_\_\_\_\_
- 65. Affiliations or partnerships of brand \_\_\_\_\_  
\_\_\_\_\_
- 66. Other creative requests or requirements \_\_\_\_\_  
\_\_\_\_\_