

## INVESTING IN BRAND QUESTIONS TO ASK



### WHO DO WE NEED TO PLEASE?

Who / how many voices matter?

Involve them in the process

Who has to get on board with the solution?



### WHAT EXPERTISE DO YOU HAVE ON YOUR TEAM?

Who of the involved parties bring expertise?

How involved in the process would you like to be?

What's the team's capacity to commit to the exercise?



### WHAT WILL FOLLOW THE REBRAND?

Who will advocate for / champion brand building?

Who will lead Communications?

Who will lead Culture and HR?

What do all of these people need in order to move forward successfully?

What follow up support will you need from Brand Partners you bring in?



### WHAT DO YOU ALREADY KNOW ABOUT YOUR BRAND?

Mission, Vision, Values?

A good handle on positioning and relevance?

User / customer feedback, research and insights?

Employee Surveys?



### HOW MUCH TIME AND MONEY ARE YOU WILLING TO INVEST?

Timeline: Event or milestone coming up?

Are there sensitivities that warrant a longer process to get necessary buy-ins?

Investment in the brand + what comes after

WMAAKES