

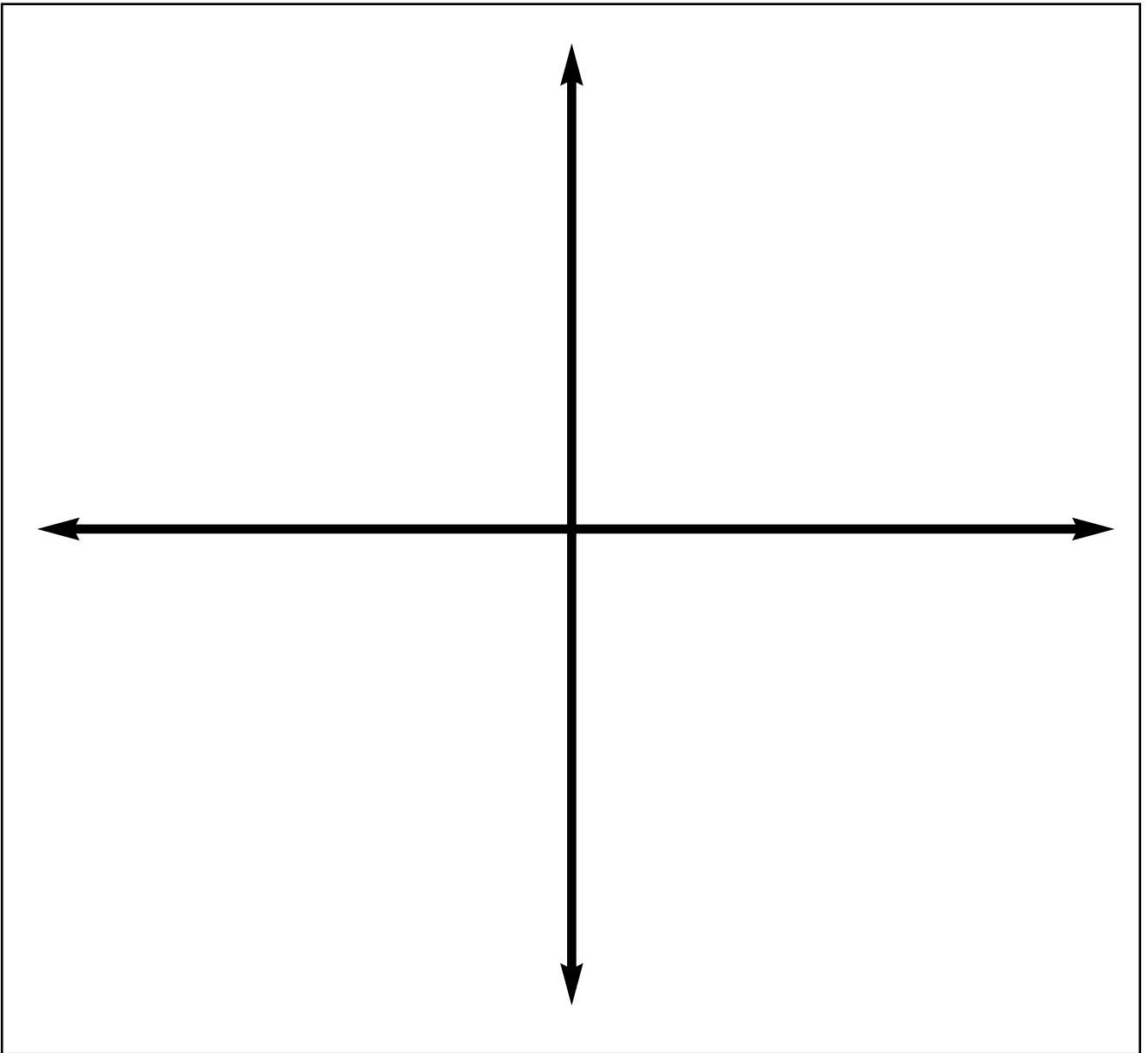
Worksheet Set 9

Assessing and planning for your organisation's branding and positioning

This set of worksheets is provided to guide and stimulate thinking on your organisation's 'brands' and its 'brand position'. To use them, first record on the following table your initial thoughts on the issues of your organisation's offerings as brands (which you may wish to do in discussion with your colleagues and co-workers). You will probably be able to complete this, more or less. However, you may want to revisit the table when you have developed some positioning maps using the blanks provided.

Thinking about your organisation's brands - 1 of 2		
Use this table by recording your answers to the questions shown.		
Brand element and aspect	What are the specific characteristics of the organisation's offerings falling into this area?	How might these characteristics be used and what specific things might be done to make the most of them?
Functional attributes What an offering does and how it works		
Symbolic values What the offerings and the organisation stand for		
Personality The overall impression the offerings give or will give		
The offering in use What does (or should) this feel like?		
Positioning Where an offering sits in relation to other potential brands		
Total brand proposition Summary of how all the above aspects add up to form a bundle of perceptions		

Promotional tools mapped according to the control and measurability



Key: