



CIANA ASSOCIATES  
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# Creative Brief for Naming

Defining Your Brand Difference

# What Sets You Apart?

## Defining Your Brand Difference

**Description of project:**

***My Business and Values***

**Describe what your company does.**

**Describe what your product does.**

**What does your business stand for?** (How do you want your customers to think of you and your products?)

**What sets your company or your service/product apart?**

Describe what makes you different or unique. How do you do it better than the alternatives?

**Are there any key features or functionality that make your offering unique?**

**Describe in detail the benefit to customers.**

## ***My Buyers***

### **Who is your target audience?**

Be as specific as possible, e.g., title, industry, typical environment, demographics, as well as attitudes, interests, values, etc.

### **Why would a customer buy from you?**

### **Why wouldn't a customer buy from you?**

## ***My Competition***

### **Who are your top three competitors (alternatives)?**

### **What do they offer that is different from what you offer?**

### **Why would customer choose a competitors' offering over yours?**

**Questions Specific to Product Naming:**

**Please describe your current guidelines for naming.**

**What brand names are currently in use at your company? How do these names relate to the name under development?**

**Will you market this product domestically or internationally? Which countries/languages?**

**How will your offering impact the customer? What attributes/emotions do you want the name to evoke?**

**What are the main concepts to be communicated?**

**Are there any words, phrases or concepts that should be avoided?**

**Are there any existing names (owned by other companies) that you like? What do you like about them? What don't you like about them?**

**On a scale of 1-10, what is your preference in terms of literal vs. creative names?**

