



Brand Strategy

BRAND NAME

Define the name of your client's company.

-The company name should be catchy, fun and memorable. I am leaning towards the names UNIK or CHEELEES.

POSITIONING STATEMENT

Define what your product or service is and what differentiates it from its industry competitors.

-We are the first established bug products company, and we offer the widest bug varieties, in both bugs themselves and the products they become.

AUDIENCE

Define to whom the product or services is going to be targeted. Be specific.

-Ages 18-45
-Males and Females
-Worldwide
-Adventure eaters
-People looking for unique gift ideas

BRAND PERSONALITY

Use descriptive words to define how the brand will present itself.

Unique: Offering products not found anywhere else.
Original: Creative ways to eats bugs.
Provincial: Bringing part of our culture and cuisine to you.
Natural: What's more natural that eating a bug?

CORE ATTRIBUTES

Create a bulleted list that summarizes the preceding sections.

-Unique
-Creative
-Original
-Regional
-Culture
-Cuisine
-Natural/Nature
-Bugs

CUSTOMER TOUCH POINTS

List points of customer contact

-Company Name
-Logo
-Teeshirts
-Packaging
-Info Booklet
-Stickers