

1



What are the consumer's needs and how can this product solve them?

2

Macro Trends

Rank in order of importance to the consumer

- _____ Smarter
- _____ Busier
- _____ Higher Aspirations

3

Brand Attributes

Write 5 words that describe this brand

4

Messaging

What is the product saying to the consumer?

_____ Name

_____ Tag Line

5

Design

What does it look like? How does it work?

6

Promotions/In Store Opportunities

What retail formats is it sold in?

Where is it merchandised?

How is it Merchandised?