

QUESTIONS THAT MAY LEAD TO THE BIG IDEA

INDUSTRY

Who is the brand leader?

How long have they held that position?

What are the trends in the industry?

Does your brand set the trends or follow them?

Are there any pending issues (legislation, mergers, etc.) that may affect your brand's future?

How does the nation's economic and diplomatic climate affect sales?

Are there any emerging industries that may affect sales in the future?

COMPANY

How long has your company been in business?

What are the high and low points in your company's history?

What is the corporate philosophy?

How has the media covered your company?

How is your company involved in the community?

Is your company known for its product innovations?

Who are the key personnel/managers?

Which company employees have direct contact with customers?

How many brands does your company offer?

How important is your brand to your company?

BRAND

What do current customers feel about your brand?

To what extent does your brand match up with consumers' needs, wants, problems, and interests?

In what ways does your brand exceed consumer expectations?

CONSUMER ANALYSIS

What are the demographic characteristics of the current customers?

Competitive customers?

Prospects (emerging users)?

What are the geographic characteristics?

What are the psychographics?

When and how often do consumers use the product?

When and how often do consumers buy the product?

How do they use the end product/service?

How do they make the buying decisions?

What information is most important?

Where do they get their information?

Who are your best customers?

COMPETITION

What are competitors doing for the same service/product?

How can we do it better?

What do competitors' previous advertising campaigns look like?

What worked, what didn't?

How do consumers perceive the current campaigns?