



CLIENT PROFILE / CPP

Client: \_\_\_\_\_

Prepared by: \_\_\_\_\_

Branding is the process of connecting  
good strategy with good creativity.

- Marty Neumeier



# Client Profile



COMPANY INFO			
Logo 	Company Name		
	Address		
	City	State	ZIP
	Website http://		
	Marketing Budget \$		
	Industry	Position <input type="checkbox"/> B2C Service <input type="checkbox"/> B2C Product <input type="checkbox"/> B2B Service <input type="checkbox"/> B2B Product	
Current Marketing Channels			
<input type="checkbox"/> Organic Social Media	<input type="checkbox"/> Display Advertisements	<input type="checkbox"/> Video Advertisements	<input type="checkbox"/> Word of Mouth
<input type="checkbox"/> Pay Per Click (PPC)	<input type="checkbox"/> Social Media Marketing	<input type="checkbox"/> Email Marketing	<input type="checkbox"/> Other
<input type="checkbox"/> Search Engine Optimization (SEO)	<input type="checkbox"/> Content Marketing (Blogs)	<input type="checkbox"/> Referral / Affiliate Program	_____

POINT OF CONTACT	
Name	Title
Phone	Email

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Name	Title
Phone	Email

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Name	Title
Phone	Email

# Brand Identity



## MISSION STATEMENT

Blank area for the Mission Statement.

## VALUE STATEMENT

Blank area for the Value Statement.

## TAG LINE

Blank area for the Tag Line.

## MANTRA

Blank area for the Mantra.

# Social DNA



## COMPANY CULTURE

## TONE OF VOICE

## STYLE / AESTHETIC

Do you have a branding style guide?

Brand Fonts

1.

2.

3.

Do you have brand colors?

## S.M.A.R.T. 10 YEAR GOAL

# Company Principles



WHY DO YOU DO WHAT YOU DO?

HOW DO YOU DO IT?

WHAT DO YOU DO?

# Customer Persona



DEMOGRAPHIC	
Age	Occupation
Location	Interests
Gender	
Income	

**VALUE PROPOSITION**

**TOP 3 BENEFITS**

- 1.
- 2.
- 3.

**TOP 3 REBUTTALS**

- 1.
- 2.
- 3.

# Product / Service CPP



## GENERAL INFO

Title

Type

B2C Service

B2C Product

B2B Service

B2B Product

Impulse Purchase (on a scale of 1 - 10):

Market Saturation (on a scale of 1 - 10):

Do you have an asset / photo / video library?

## UNIQUE SELLING PROPOSITION

## LAST 5 WINS AND WHY YOU WON THEM

1.

2.

3.

4.

5.

## TOP 3 COMPETITORS

Company	Website