
Answer these before you brainstorm names.

Problem	Answer	Problem	Answer
1. What do we do, in one sentence?		5. Names or styles we dislike	
2. Who is our customer?		6. Markets and languages we sell in	
3. Three words for how we want to feel		7. Must we have the .com?	
4. Competitors and their names		8. Decision deadline and decision-makers	

Notes

Answer key — Brand brief

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