

## **zwoelf consulting Brand Mission & Myth™ – Audit**

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*All questions ideally answered as detailed as possible, especially also when it comes to soft facts i.e. Heritage, founder, culture, beliefs etc.*

### Heritage/Origins

- When was the brand founded?
- What world was it born in? Cultural, economic, political and competitive context
- How did it all start? Where? What? Why? Any founding myths?
- Who started it? Specific info on founder(s) or founding reasons within company?
- Which of these ideas or cultural traits were most important and run through the company? How are they still visible today?

### Vision

- Why was the brand launched at all? What was the original idea or vision - even if it was just to make money or stop competition?
- Initial product? Was it a success? Why/not?
- Was there a reason for being (philosophical or societal – one that was already thinking beyond the company and its own motivations?

### History

- How did the brand grow? Key events and products/sub-lines?
- Expansion timeline and pitfalls?
- Important and indicative milestones/turning points? Also negative ones & scandals
- Are there stories that are being told among stakeholders? About the people involved? Funny or memorable experiences with each other? Personal anecdotes?

### Product

- Core technologies, ingredients? Hero products or features? Services?
- Range of competence/products? PODs? Past, present and planned innovations?
- Sourcing, quality or production standards, anything important – positive or negative?

### Culture

- What's the company/brand culture? Give examples
- Core values – may be literally defined or just unspoken, but lived
- What's the style of the brand or company? How does it communicate inside/out?
- Organizational traits, unique aspects? Ownership? Employee participation?
- Is there someone who personifies the brand best (must not be the CEO/founder)?
- What does the brand believe in? Its take on the category? The world overall?
- Does it support any causes? Sponsorships?

### Community

- Targets – Ueber-, Strategic-, Wider- ...
- Customers, trade partners and other stakeholders, internal/external? What unites and what divides them?
- Core fans, influencers, ambassadors – Any fan clubs? Social media activities?