

**This whacky exercise is to help stand back from your 'informed position' and explain your business positioning, culture, ethos and ambitions to outsiders. Compare notes with your colleagues to achieve consensus.**



# Know what I mean?©

If you were to imagine your business or product in each of the following categories, what model or type do you think they most resemble now (column A) - and what would you like them to become in the future (column B) ?

	<b>A - NOW</b>	<b>B - FUTURE</b>
Any Charity		
Any Public Figure		
Any Oil Company		
Any Animal		
Any Retailer or High Street Shop		
Any Country/Economy		
Any Charge or Credit Card		
Any Sport or Past-time		
Any Piece of Furniture		
Any Item of Clothing		
Any Television Programme		
Any Car (marque and model)		
Any Restaurant or Type Of Food		
Any Type of Music/Musician		
Any Holiday Destination		
Any Film		
Any Newspaper		
Any Drink Type or Brand		

[ Know what... ]

What single adjective (1 or 2 words) best describes your view of your Company

Now

Ideally

Describe in a sentence what you think your Company means to its main audience. In a second sentence, what would you like it to mean to them?

1

2

What do you think is your Company's mission?

In your opinion what should it be?

Thank you for your time. Stating the website from which you downloaded this form, please return your considered answers to:  
[info@mainlymarketing.co.uk](mailto:info@mainlymarketing.co.uk)

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