

BRND QZ.

SMALL SPIL.BIG IDEAS.



147 WEST 35TH STREET
SUITE 1504
NEW YORK, NY 10001
WWW.SPILCREATIVE.COM

NAME*	COMPANY	ADDRESS
EMAIL*	CONFIRM EMAIL*	
PHONE_01	PHONE_02	

IS YOUR BRAND CLEARLY IDENTIFIABLE?	Yes	No	Not Sure
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HOW WOULD YOU RATE CONSUMER AWARENESS?	1	2	3	4	5
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5= high.

IS TITLE TO THE BRAND UNAMBIGUOUS?	Yes	No	Not Sure
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COULD THE BRAND BE SOLD SEPARATELY FROM THE REST OF THE BUSINESS?	Yes	No	Not Sure
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WHAT IS YOUR BRAND'S STRENGTH OVER THE EQUIVALENT COMPETITOR'S PRODUCT?	Fill in below
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HOW CREDIBLE IS YOUR BRAND PROMISE?	1	2	3	4	5
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5= high.

HOW RELEVANT IS YOUR BRAND ON THE MARKETPLACE?	1	2	3	4	5
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5= high.