

FREE RADICAL CHEAT SHEET: 10 Questions You Must Answer to Craft a Brand Anthem

Creating a Brand Anthem Video is an important exercise in reflecting on the values and mission of your organization: _____

As you think about creating a Brand Anthem Video for your organization, start by answering the following list of questions. It's a great way to kickstart the creative process, and to get people within your organization excited about the idea of a Brand Anthem Video.

QUESTION	ANSWER
1: What is your organization's mission?	
2: Why is that mission important?	
3: Why does your organization exist?	
4: What are the values of your organization and its employees?	
5: Why do your employees care about the work they are doing?	
6: What is the impact of your organization's product/solution in the lives of your customers or users?	
7: What makes your product/solution unique within your industry?	
8: How is your organization making a difference?	
9: What is the heritage/history of your organization?	
10: How will you measure the success of your brand video?	

Once you've answered these questions, you'll have the raw material you need to start writing your Brand Anthem Video script in-house or with your agency partner!