

Brand Association Table

Map Today vs. Tomorrow

How to Use This Sheet

1. **List** the key attributes or cues of your brand.
 2. **Capture** what people *currently* think.
 3. **Describe** what you *want* them to think.
 4. **Spot** the gaps and set your action plan.
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Brand Association Table

Attribute / Cue	What people think now	What we want them to think	Gap (1-5)	Notes / Next step

Need real data to know **what people think now**? Start your survey at [Standard Insights](#)
