

# Back-to-school brand worksheet

## 1 About you

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Job title: \_\_\_\_\_

## 2 Your brand and goals

### 1. Identify your goals

(rank in order of importance)

- \_\_\_\_\_ Increase market share
- \_\_\_\_\_ Build portfolio sales
- \_\_\_\_\_ Create brand trial
- \_\_\_\_\_ Drive overall volume
- \_\_\_\_\_ Other: \_\_\_\_\_

### 2. What would success look like if you achieved these goals?

### 3. What's your budget?

My total budget is \$ \_\_\_\_\_

I will allocate \$ \_\_\_\_\_  
(recommended 15-25% of total budget)  
to media investments.

### 4. What brands and products will you promote?

My brand(s) are \_\_\_\_\_

I want to promote \_\_\_\_\_ product(s)

These products include:

### 6. When will you launch your offers?

☐ May ☐ June ☐ July ☐ August

Share your answers with your dedicated Ibotta representative or [contact us](#) to get started.