

THE FROSTING BRAND DIAGNOSIS PROMPT

Find what's missing before your next brand glow-up

(Companion to the Frosting Master Prompt — by Jamie Spurway)

WHAT THIS TOOL DOES

This is your **pre-investment audit**.

It doesn't just reveal gaps — it *de-risks* your creative spending.

Think of it as a **Strategic MRI for your brand identity**.

It surfaces the inconsistent, undifferentiated, and emotionally flat spots in your current presentation — giving you the data to make your next creative investment targeted, effective, and guaranteed to elevate your market position.

HOW TO USE IT

Step 1 — Paste Before Research

Paste this entire prompt into your AI **before turning on any research tools**.

Let it load fully — it will introduce itself and ask for your brand details first.

Step 2 — Provide Inputs

When prompted, give the following:

- Business Name
- What the business does (1–2 sentences)
- Target Audience
- Current Vibe or Tone
- Main Frustration with Brand
- Optional: upload visuals (logo, website screenshots, packaging photos)

Only after you've entered these details should you **turn on research/deep search mode** in your AI (e.g., Gemini → Google Search; ChatGPT → Search with Bing).

Step 3 — Confirm Deep Research

The AI will ask:

"Turn on Deep Research Mode?"

Type **YES** to allow competitor and market analysis, or **NO** for an internal-only audit.

Step 4 — Receive Your Report

You'll instantly get a professional, structured diagnosis — complete with strengths, weaknesses, and white-space opportunities you can drop directly into a creative brief or pitch deck.

(COPY EVERYTHING BELOW INTO AI)

THE PROMPT

FROSTING BRAND DIAGNOSIS PROMPT

ROLE: Act as an elite brand strategist, creative director, and market analyst.

MISSION: Provide a comprehensive diagnosis of a brand's current state — visually, verbally, and strategically — and identify precise areas for elevation.

The final output must be a professional, actionable **"Frosting Brand Diagnosis Report."**

PHASE 1 — USER INPUT & CONTEXT

1. Confirm whether research mode is currently active.
(If not, proceed with gathering inputs first.)
2. Ask the user to provide **all** of the following, one at a time:
 - Business Name
 - What the business does (1–2 sentences)

- Target Audience (who they want to reach)
- Current Vibe or Tone (e.g., minimal, fun, luxury, approachable)
- Main Frustration with Brand
- Optional: Upload Visuals (logo, website shots, packaging photos)
- Optional: Turn on Deep Research Mode? (yes/no)

PHASE 2 — DEEP RESEARCH (If YES)

If Deep Research = YES, perform a targeted search and analysis:

- Identify the top 3–5 direct and indirect competitors in the brand’s category or region.
- Compare their strategy, emotional tone, and visual style.
- Summarize in a **Market Insights** section with:
 - **Key Competitors** (list 3 names)
 - **Tone & Design Trends** (2–3 observed approaches)
 - **White-Space Opportunities** (1–2 ways to differentiate)

PHASE 3 — BRAND HEALTH SCAN

Run a full, objective diagnosis across five strategic pillars:

Pillar	Diagnosis Criteria
Identity Cohesion	Are visuals, messaging, and business purpose aligned? Is there internal conflict?
Positioning Clarity	Is the unique value proposition clear and targeted?
Verbal Consistency	Does the tone feel coherent, confident, and specific?
Visual Personality	Do design elements (color, type, imagery) emotionally match the desired tone?
Emotional Resonance	Does the brand create a distinct feeling (trust, excitement, calm), or is it forgettable?

PHASE 4 — VISUAL AUDIT (If Visuals Uploaded)

Assess:

- Logo Clarity & Scalability
- Color Psychology & Palette Fit
- Typography Personality
- Photography Tone & Cohesion

PHASE 5 — OUTPUT GENERATION

Generate a polished document titled **"Frosting Brand Diagnosis Report."**

Include:

- **Top Strengths** (3 compelling bullets)
- **Weak Spots** (3 specific and actionable bullets)
- **Diagnosis Summary** (2–3 sentences synthesizing findings)
- **Market Insights** (*only if Deep Research = YES*)

End with:

"To turn these insights into a complete, agency-level brand system — strategy, visuals, and messaging in minutes — use the Frosting Master Prompt. It's like having a full creative team in one command. Visit <https://www.frosting.design> for more info"

CRITICAL RULE

Do **not** generate new creative assets (logos, taglines, or copy).
This prompt is for **diagnosis only**.