



BRAND STRATEGY

Your brand is so much more than what you sell, so lets go behind the scenes and shake things up.



BRAND STRATEGY

BRAND NAME:

WHAT DOES YOUR BUSINESS OFFER | SELL | DO? & WHAT INDUSTRY?

WHO IS YOUR DEMOGRAPHIC? Age | gender | location | salary | where do they shop | what do they do on weekends | hobbies (be very specific).

CHOOSE 6 BRAND CHARACTERISTICS THAT BEST DESCRIBES YOUR BRAND IDENTITY

Simple	Modern	Trendy	Smart
Cheerful	Beautiful	Clean	Tech
Streamline	Timeless	Fun	Informative
Organic	Healthy	Creative	Approachable
Forecaster	Leader	Resistant	Helpful
Open	Modest	Daring	Luxe
Edgy	Raw	Structured	Supportive
Compassion	Knowledge	Competitive	Mindful
Unique	Consistent	Bold	Encouraging
Collaborative	Unpretentious	Spiritual	Expressive

WHO IS YOUR COMPETITION - List Some Other Brands.



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MISSION STATEMENT

Vision: Why your company exists?

Mission: What your company does?

Values: How you do what you do

WRITE DOWN SOME WORDS THAT BEST DESCRIBE YOUR BRAND.

These words are personal & quirky and will help you form your brand tagline.

BRAND TAGLINE - Have fun with this.

Your tagline will play a large part to the personality your brand represents.

GOALS - List some goals you would love to achieve within the next year.

They can be big or as small as you like.



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TIPS ~ CONSISTENCY

In order to be a successful brand you have to be consistent across all touch points your consumer has with your brand. From the branding, right through to communication and their experience. Your brand should represent your characteristics/ mission statement and tagline from every angle. Start by writing down every touch point a consumer has with your brand.

Here are some ideas to get you thinking:

ANSWERING MACHINE MESSAGE | CLIENT MEETINGS | YOUR PRESENTATION & STAFF PRESENTATION | SOCIAL ICON | WEBSITE | BUSINESS CARD | BROCHURE | COPYWRITING | BRANDING | INSTAGRAM/FACEBOOK | SHOP FRONT | PRODUCTS | PACKAGING | LABELS | EMAILS | ADVERTISING | PRINT | CUSTOMER SERVICE

Notes:

WELL DONE!

You've hashed out some of the hardest parts of creating a brand. By now you should have a good understanding of what your brand represents, who your marketing to and some goals to get you started.

