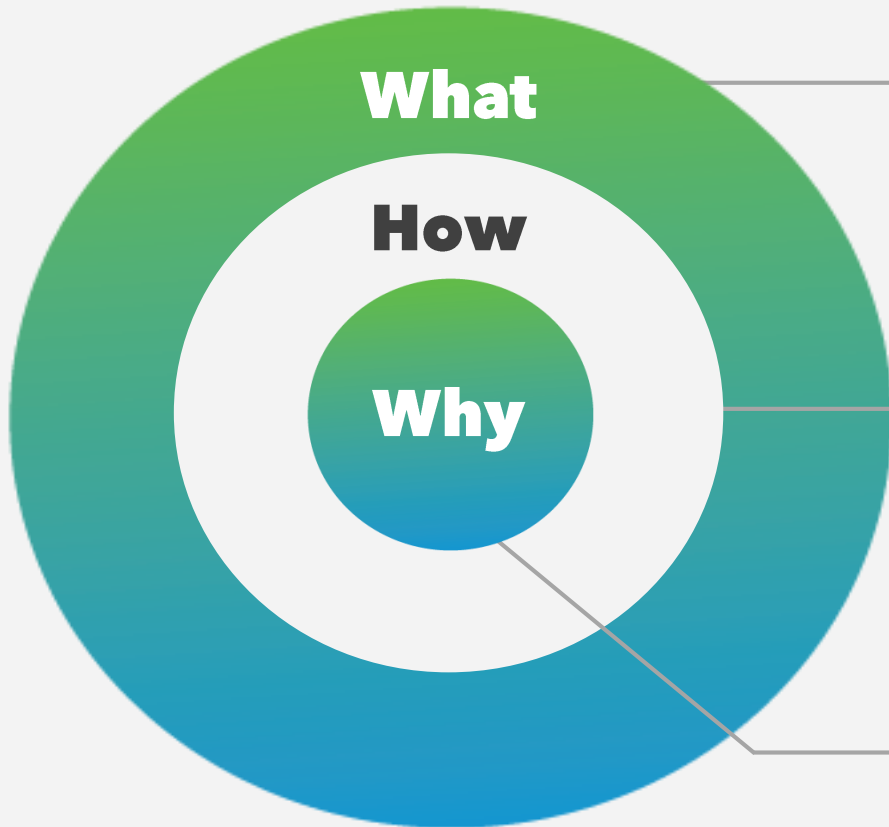


BRAND STRATEGY TOOLKIT

NAME/COMPANY

WHAT, HOW AND WHY

This exercise will help you know why you're in business. And companies with strong motivations that shine through gets customers to buy products or services.



A phrase or sentence describing your primary business, e.g. 'make toothpaste', 'fix cars'.

The technology or approach that sets you apart, e.g. 'best in class service', 'all natural ingredients'.

The core reason your company exists, e.g. 'promote healthy living'.

TOP 3 VALUES

This is all about the values that our company embodies. This will help define the style of design or campaign, just think about what really matters to you, or your decision making principles.

1

2

3

TOP 3 AUDIENCES

You need to know who you are talking too, and with this exercise you can quickly decide whose opinion you really care about. These could be categories such as 'athletes' or segments like 'runners', you could even use people or companies in your industry to show this.

1

2

3

BRAND PERSONALITY

You should use these sliders (or create your own set) to give a visual representation of how your company acts and how you want to be perceived. This will then help you to create design and marketing to fit your brand and will keep everything consistent. As we all know, consistency is king.

Mass Appeal

Elite

Playful

Serious

Rebel

Conventional

Friend

Authority

Young &
Innovative

Mature &
Classic

YOUR BRAND

This exercise starts to nail down who your brand is and what it stands for - for this, write down 3 words for each box.

Community

How would your community describe you?

Voice

How do you sound?

Culture

How would you describe yourself?

Feeling

How do people feel after interacting with you?

Impact

What impact do you have on others?

X-factor

How are you different from others?

MISSION STATEMENT

Brand name

Product / Service

Culture

_____ provides _____ to _____

Community

customers in a _____ environment

Voice

with a _____ voice. Helping them

Feeling

Impact

feel _____ and be _____.

Congratulations!

You've just taken your first step towards a consistent and effective brand.

If you want to start building your brand out further get in touch with us and let's work together.

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