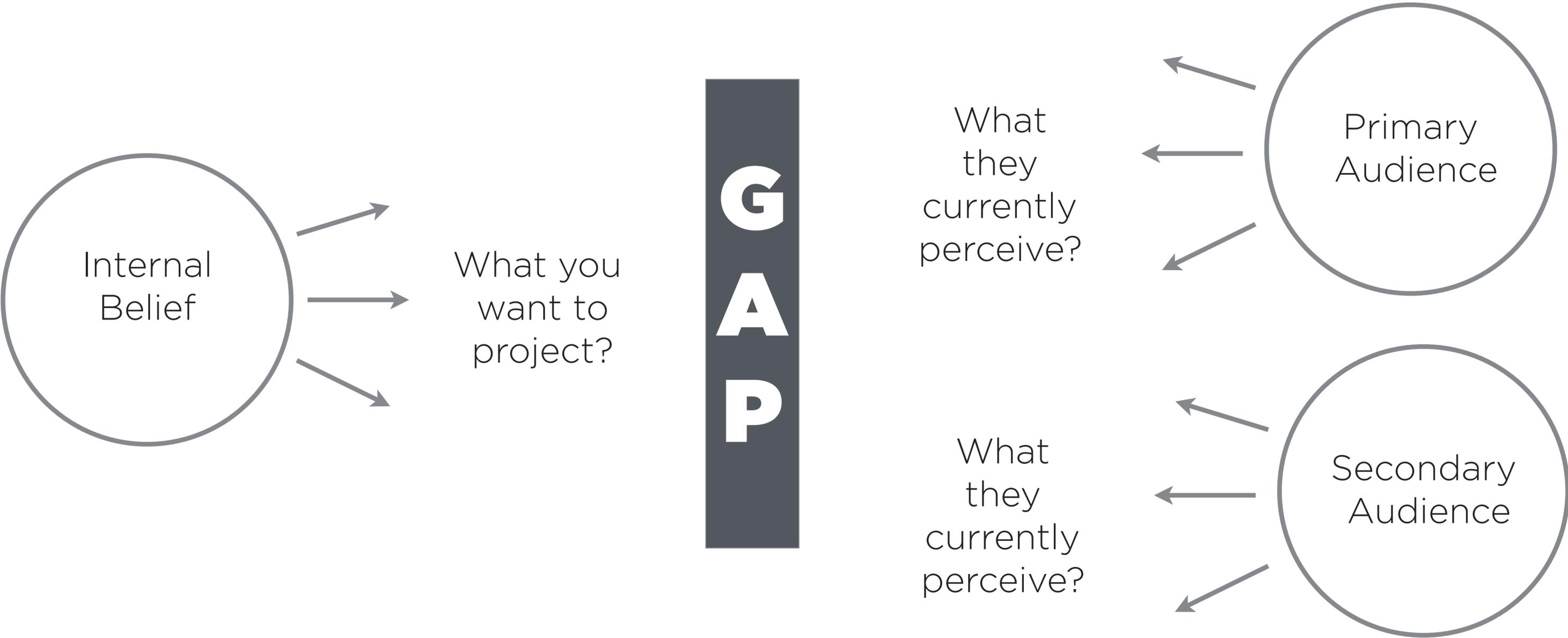


**BRAND WORKSHOP**

## Aim Of The Workshop

- To create a consensus amongst all parties responsible for delivering the brand message
- To define brand's core values and strengths
- Use the group's combined knowledge, experience and creativity to generate new communication ideas
- To finalize a set of core brand values that can be carried forward into all marketing and communication material

# Exercise - Define The Target Audience



Who is the audience? Are there more than one target audience? Categorize them into primary and secondary targets. Describe their needs, characteristics, and demographics. This exercise will outline what the brand is marketing, to whom, and what the desired response should be.

## Exercise - Worst Idea

Ask everyone to write their answers down before sharing. Then ask every one to share what they wrote and to elaborate on why, which will become the basis for the group discussion.

What is the worst idea you can possibly think of to communicate the brand message?

This exercise is effective because it take the pressure off of the group to come up with correct answers. It's a fun and energizing method that helps everyone loosen up by relieving the fear of saying something dumb. Sometimes, the bad ideas often reveal needs in a way that suggest solutions for the team to explore.

# Exercise - Brand Personality Spectrum



## Are most of your dots toward the left?

Your brand is contemporary, fast-moving and energetic. You like to make ideas happen quickly, and you don't mind taking risks. Your communication style is friendly and approachable.

## Are most of your dots toward the right?

Your brand is traditional, relies on solid planning and established ways of getting things done. You might be trying to appeal to upscale clientele, and your communication style is corporate and professional.

# Exercise - Word Associations

Ask everyone to write their answers down before sharing. Then ask every one to share what they wrote and to elaborate on why, which will become the basis for the group discussion.

When I say [category], what is the first word that comes to mind?

When I say [Brand], what is the first word that comes to mind?

Same exercise for competitors -

Moderator places each word on the chart below:

[Category]	[Brand]	Competitor #1	Competitor #1

## Exercise - Brand Projectives

Look at major brands and describe the qualities and values associated with them. (Google, Apple, Virgin.)

Then (choose two from below):

- If [brand] was a animal - what would it be and why?
- If [brand] was a car - what would it be and why?
- If [brand] was a person, what would he or she look like? what would they say to you? How does [brand] feel about you?
- [brand] is playing monopoly - What piece would it choose and why? Examples: The race car because it is fast and nimble, the thimble because it is a beloved home brand and protective? The battleship because it is conservative and well established.
- If [brand] was hosting a party - What would it be like? What would be there? what would people be doing?
- [brand] is acting in a movie - who would you cast for the role and why?

This exercise is to aid the client in understanding the ideas / values that are behind some major brands, and to examine the ideas / values that lie behind their own.

## Exercise - Imagery Associations

Think about the look and feel then using the magazines provided:

- Pick an ad, an image, a phrase or word which would be right for the Linksys Brand
- Think about the emotion we want to generate in the mind of the audience
- The explanation of why the image/word has been selected is as important as the image itself

What you are looking for:

- A look that fits your image (now and in the future)
- An overall message that is similar to your own
- Aimed at the same audience
- From a company/body with similar values

This exercise is to create a visual direction for the brand.

## Exercise Brand Persona - Card Sorting

In this exercise we will be defining the voice, style and behavior of the brand. (Give them cards and encourage them to make their own if the word they want isn't there.) You don't need to use all the words.

**Step One:** Categorize - Go through each of the cards and identify the ones you want to represent your brand persona under each category - Voice - Style - Behavior.

**Step Two:** Filter - Are there any conflicts between cards. Consider each card carefully and narrow your focus as much as possible to resolve any issues that arise between the cards you've chosen. Anything that conflicts with other messages remove.

**Step Three:** Prioritize - Now that you've narrowed down your traits, decide which are the most important. Put all of your cards in a rank order emphasizing the ones that are most important people understand about your brand.

## Exercise Brand Persona - Card Sorting (Continued)

Example words - Take the following words and write each on a card.

**Voice:** Inspirational, casual, sexy, professional, urban, heart-felt, understated, mysterious, empowering, fun, friendly, approachable, comforting, coaching, candid, irreverent, academic, worldly, sarcastic, honest, elite, masculine, feminine, confident, wise, smart, country, diplomatic, clever, humorous, witty, aggressive, chill, loud, quiet, energetic, aggressive, exclusive, defiant, slang, hip.

**Style:** Natural, current, formal, casual, hip, classic, traditional, elegant, urban, sexy, timeless, premium, modern, simple, trendy, minimal, clean, elite, original, ornate, funky, eclectic, chic, grunge, sleek, preppy, cool, rustic, outdoorsy, bold, loud, retro.

**Behavior:** High-touch, ironic, authentic, selective, responsive, conscientious, visionary, eco-friendly, patriotic, community minded, conservative, liberal, thought leader, aggressive, health conscious, charitable, source local, rebel, adventurous, quirky, cutting edge.

## Exercise - Assess & Agree On The Features And Benefits

1. What are the benefits that [brand] offers their primary customer
  - The customer gets....
  - The customer can...
  
2. What are the images/ideas that [brand] will project to their primary audience
  - The audience sees..
  - The audience thinks..
  - The audience believes...

This exercise will define what the audience benefits are and what market perception is desired by the client.

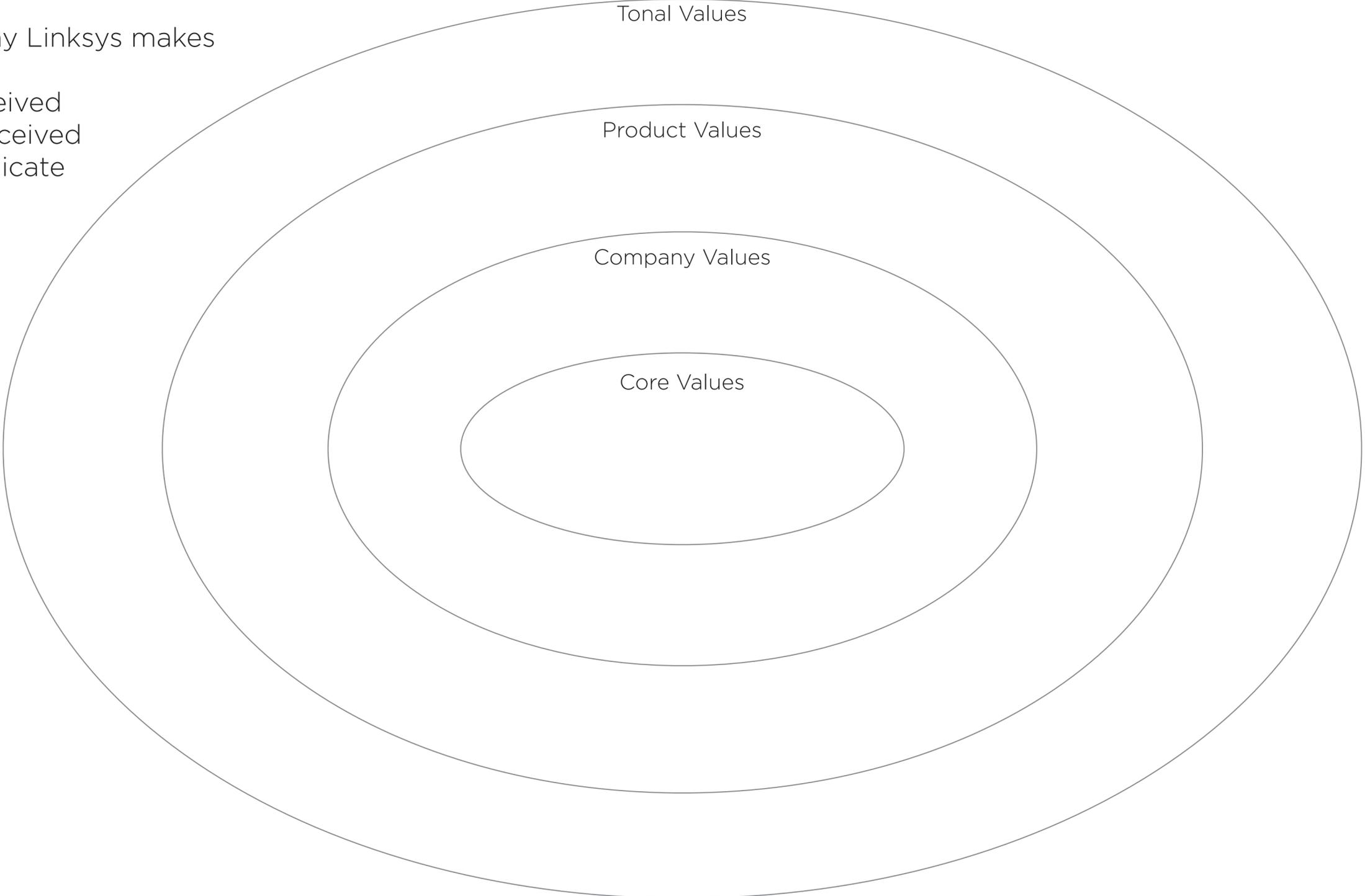
# Determine The Brand Values

**Core Values** - The why behind the brand - (Why Linksys makes the products they do)

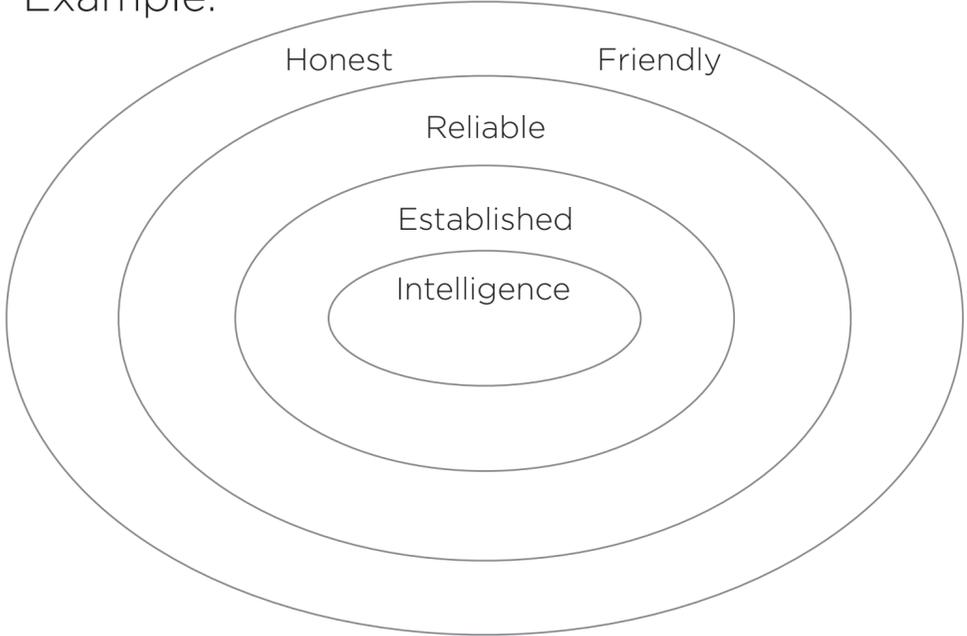
**Company Values** - How the brand will be perceived

**Product Values** - How the products will be perceived

**Tonal Values** - The way the brand will communicate



Example:



## Wrap Up: Single Minded Proposition

The proposition is a single minded thought - a statement that helps define the brand and forms the basis for developing future communications. Sometimes this is referred to as the elevator pitch.

Express in short statements:

- This is the sort of company we are
- These are the benefits that we offer our customers
- These are the sorts of products we sell
- The statements will then be streamlined to create a short message that can be used externally.

## Glossary: Hanlon's Seven Elements Of A Brand

Brands are belief systems and all belief systems have seven elements fundamental to creating belief.

**Creation Story:** All belief systems have a story attached. The Creation Story is the foundation of the brand narrative, and answers the question, “Where are you from?”

**Creed:** All belief systems begin with core principles. A mission statement that declares that all men are created equal. The creed is what you want people to believe.

**Icons:** Brand identity and brand values resonate from icons and their instant concentrations of meaning. Many icons are simply the company logo: Nike's swoosh, Target's red bull eye's eye, and Starbucks' mermaid. Icons can involve any of the five senses: sight, touch, sound, scent, and taste.

**Rituals:** Rituals are the repeated interactions between those who believe and your product. Ritual replaces chaos with order. The vitality of a brand community comes from the positive ritual engagements between your brand and your consumer.

**Sacred Words:** All belief systems create special vocabularies that define those who believe, and those who do not. These lexicons have precious meaning. If you don't “know the words,” you're not part of the group.

**Non-Believers:** In order to have the yin of believers, there must be the yang of nonbelievers. By knowing who the nonbelievers are, we help to define ourselves. Belief systems commonly define the counter group, then proceed to vilify them (Democrats/Republicans, Mac/PC, PlayStation/Xbox.)

**Leader:** All successful belief systems have a person who is the catalyst, the risk taker, the visionary, the iconoclast.