TURN YOUR BUSINESS INTO A BRAND

WORKBOOK

designerbility*

WHAT   What you do for your customers allows them to: _____

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WHO   What are the commonalities that unify your target audience
(their desires, their aspirations, their frustrations)

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WHY   Why does this particular (problems that you solve) matter to you so much?

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PAIN   What was the turning point that made you realise this product/service needs to happen

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EMOTIONAL SOLUTION   What emotional solution to you provide?

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ARCHETYPE

What Archetype is your brand and why?

caregiver

creator

ENTERTAINER

explorer
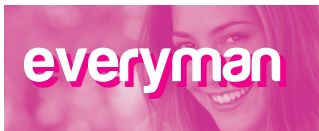
everyman

HERO

innocent
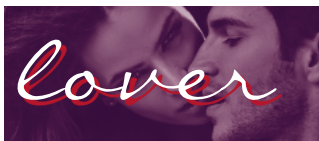
lover

MAGICIAN

REBEL

ROYAL

sage

BRAND VISION BOARD

VISUAL BRANDING:

Colours, shapes, logo, symbology, movement, imagery, photography, patterns, fonts

AUDIBLE BRANDING:

Words, sounds, musical tracks, cadence

TOUCH/SMELL/TASTE BRANDING:

Temperature, textures, scents, food, beverages, environments

WHAT   Identify the touch points of your brand experience

**personal
high engagement/ "hands-on"**

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**mass market
image building awareness**

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quick interactions

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**multiple
long-term interactions**

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BRAND STORY

We all have a story to share, take your customer on your journey and share why are you such a believer in your mission to....(fill in the blank). Why is it so important to you, what role can you play in their transformational journey. What is that journey you're promising to take them on through your product service, how are they buying into the brand vision, through experiencing your brand?

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