

THINKBIG!

BRANDING WORKSHOP*

What is a brand?

A brand represents the experience a customer has with a company - on an emotional and psychological level.

What are the key elements of a brand?

- **Brand Story:** Who you are
- **Brand Voice:** Your messaging
- **Brand Ecosystem:** Where you exist

This workshop will cover the Brand Story and Brand Voice so that you will have clarity on how to Define Your Brand.

**Contents for this workbook were summarized from the following ThinkBig!*

Conference presentations:

Jennifer Cowan Hannon 2020 -

<https://thinkbig.nazarianinstitute.org/videos/interactive-branding-seminar>

Sheila Nazarian, MD 2021 - <https://thinkbig.nazarianinstitute.org/videos/how-your-brand-guides-your-success>

What is a BRAND STORY?

A brand story is a simple statement that explains your brand.

Is it NOT a tagline for the customer.

It is what YOU use as a filter for your strategy and content.

What + How + Who + Where + Why + When = Brand Story

Let's put this to work for your brand. Fill in the boxes below with your brand story elements. We will use Coca-Cola as an example.

WHAT: *The world's largest soft beverage company*

HOW: *that makes a signature beverage*

WHO: *for people looking for refreshment and happiness*

WHERE: *almost anywhere in the world*

WHY: *who love that refreshing pop*

WHEN: *right now*

BRAND VOICE:

A brand voice is common ground between what your AUDIENCES and YOU want to say, hear, do and value

BRAND VOICE: How is your brand seen?

Let's put this to work - think about you and your audience.

POTENTIAL CUSTOMERS: list 3-5 words you want people to say about you

YOUR VIEW: list 3-5 words YOU say about your business

CURRENT CUSTOMERS: what do people actually say about you

SEARCH: list 3-5 words people are using to find you

ANALYZE: Are they all aligned?

If they are aligned - what can you do to strengthen your brand voice?

If they are not aligned - what can you do to align them?

BRAND VOICE: What is your brand known for?

Let's put this to work - think about you and your audience.

What do you believe defines your brand - personality, characteristics?

What type of company are you?

What are the core values that guide yours and your company's behavior?

What do you want your brand to be known for?

How do you want people to define your brand?

BRAND VOICE: Brand Association

Let's have some fun and think about the brands you know and use.

CARS: What kind of car is your brand? Why?

RETAIL: What retail store is your brand? Why?

FASHION DESIGNER: Which fashion designer is your brand? Why?

BEVERAGE: Which liquor or beverage is your company? Why?

REFLECTION: What 3 things describe/identify your brand?

REFLECTION: What 2 things do you want customers to remember about you?

ACTION: What is the 1 thing you will do differently after this workshop?

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