



# 11- WORKSHEET - Branding your Brand

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To create a logo that truly represents you and the core values you observe, study as many logos as you can to see how you might assimilate their creative concepts into yours. Notice the certain characteristics some advantageous logos contain;

- No names describing the product
- No by-line tag
- Clean, clear font
- Basic symbol or letters
- Basic primary colors
- Solid, filled background

Study the nuance of each logo below, their shapes, colors, and hidden messages each portrays.

**Can you identify each brand below from its logo?**



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What shape, color, and design might you use as a fresh logo for your brand or company name?  
 What about the colors you would use? Would you insert subtle messages into the image?  
 Design a new appealing logo for your brand or organization in the box below.

Your brand  
logo here



Your brand  
logo here

Just as the logo is a visual representation of a brand, a slogan would be the brand declaration. A good slogan conveys your value proposition to your buyer persona in one, brief sentence.



Some additional successful slogans include;

- Subway – Five Dollar Footlong.
- M&M's melt in your mouth, not in your hands.
- Chevrolet: The heartbeat of America.
- Bounty, the Quicker Picker Upper.
- Gillette: The best a man can get.
- J.G. Wentworth: 877-CASH-NOW.
- Budweiser: The king of beers.
- There are some things money can't buy. For everything else, there's MasterCard.
- Like a good neighbor, State Farm is there.

It's no easy chore compacting the complexities of your industry and business, combined with years of knowledge and passion into a simple handful of words. But slogans work. A slogan for slogans might be this:

**SLOGAN**  
A Great Way To Tell The World  
How Great You Really Are

**Create a memorable slogan for your brand or organization below:**

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Similar in nature to the slogan, a tagline uses less wordage, is commonly attached to a logo, and is situated at the tail end of an ad or published marketing material. Taglines are devoted more toward brand awareness than slogans. A tagline for taglines might be:

**TAGLINE**  
Powerful, Succinct Messaging

**Create a memorable tagline for your brand or organization below:**

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Both slogans and taglines should evoke your brand image in the minds of your customers, enabling them to form an entertaining association with you.

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*“Your brand should be a relatable story, which not only unfolds across all of your customer’s touchpoints but makes them yearn for a sequel.”* Branding is an integration of your core values, promises, and your all-inclusive story. This isn’t something you should do on your own. You need to absorb other key personnel’s beliefs in this mixture to decide on the overall image your business wants to represent. **To establish better brand awareness and reach, write your branding campaign elements.**

**Brand position.** Who are you as a company? Explain your core beliefs (what you do, who you cater to, and what can the consumer gain by using your product or service). \_\_\_\_\_

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**Brand personality.** Write five positive traits your employees, partners, prospects, and customers might use to describe how your brand stands apart from the others.

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Brand promise.** In less than twenty-five words, what single most important thing do your customers expect from you? The answer should depict your company's ideas, beliefs, and values. \_\_\_\_\_

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**Brand Strategy.** To achieve a specific goal for your brand, you'll need to develop a long-term plan. This plan will influence every aspect of your organization. More importantly, it will align with your customer's needs, emotions, and environment. No matter how many brands you require and can afford to support, this strategy should include what each brand stands for. Take out your mission statement and apply your company values to just one of your products or services. Here is where a standard generic item transforms into your stand-alone brand. Using your core principles, add to your business promise about how this item will make my life better, easier, or happier. \_\_\_\_\_

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**Brand Identity.** What are the visible elements of your brand (design, logo, color)? Along the same lines as your business promise, go into more detail about how consumers can identify with it.

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**Brand Image.** There's your idea of what your brand represents, then there's reality – the customers' perception of what your brand stands for. (This is huge!) Do you know their set of beliefs and how they associate with your brand? Write those beliefs here. \_\_\_\_\_

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**Brand story.** Briefly explain your organization's history to a prospective client. Avoid bragging. Include personal accounts to enhance your credibility and value to your brand. Involve the listener to make it engaging and conversational. \_\_\_\_\_

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**Brand associations.** Your product or service should evoke an element of customer satisfaction. Tell me how it will satisfy my needs. \_\_\_\_\_

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No one will remember what your brand really is unless your message remains persistent and consistent.

**Brand Premium.** The word premium is synonymous with an incentive, a bonus, or a reward. This is where some consumers are willing to go the additional mile and pay that extra dollar to attach themselves to these leaders. Beyond the claims and promises, is there anything within your organization (products, personal service, exemplary employees, etc.) that might associate you with achieving a brand premium? \_\_\_\_\_

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As long as you were straightforward and honest with yourself, the results of what you have written in this exercise should become the foundation of your organization's Brand Behavior.

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People relate to experiences, not strategies because their reaction to what you're offering — your brand behavior — is what truly generates results.

The following ads are much more than a bunch of brands pushing a product or service, they're passionate stories, breaking the identity paradigm and taking advantage of emotional and social situations.



**Whether or not you agree with Kaepernick's societal beliefs, explain how this ad would be effective in promoting Nike's brand.** \_\_\_\_\_

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Click here to play



'Boys Will Be Boys' - Gillette 2019

Would this ad alter your opinion of Gillette? Is it a "feeble attempt at appeasement" as some women's groups claim? \_\_\_\_\_

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Emotionally, how does this ad make you feel? Would it make you remember the product? \_\_\_\_\_

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Click here to play



'The Look' - Procter & Gamble 2020

Click here to play



'The Talk' - Procter & Gamble 2018

Click here to play



'The Pause' - Procter & Gamble 2020

At some point in any of those ads, did you notice any Procter & Gamble product placement? How do these ads portray another person's perspective of life? \_\_\_\_\_

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Click here to play



'The Gathering' - Ritz 2020

Express your feelings about this ad and how the product is subtly used.

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Click here to play



'Jessica Long Upstream' - Toyota 2021

These brands took risks with their public reputations and corporate standings. *"A good brand moment doesn't have to attach with controversial subjects, just those properly communicating what their brand identity represents."* But there may be some topics close to your heart that you could consider without alienating prospective clientele. **What social issues do you feel strongly about to possibly make you speak out and align your brand with them?**

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*"If you're able to walk the fine line of defining your business characteristics while satisfying your customers, there's a better chance they'll become loyal."*



### Cause Marketing

In today's socially conscious era, forward-thinking businesses with a sense of social responsibility understand the importance of escalating their brand in the name of a good cause. The nonprofit obtains awareness and donations, while the for-profit company enhances its branding reputation. The consumer also feels good for doing their part in choosing an ethical brand. It is a worthy

and heartfelt undertaking for all involved parties where the benefits outweigh the effort. Research shows that most consumers say they will avoid brands they find unethical and are willing to spend a bit more on a product

or service supporting a noble endeavor.



1 Purchased  
1 Donated

49,450,038  
Items Donated

Bombas was founded on the philosophy of donating to those in need, but has evolved to go deeper into the community. The more clothing items we sell, the more we donate. As we grow, our giving and community efforts will continue to grow right alongside us.  
One purchased = one donated.



## How can a Rolling Pin HELP Ukrainian people?

MESSAGE

**SUPPORT UKRAINE**  
PastryMade's goal is to help our Ukrainian friends to have a chance to live a normal life.

## TOMS 30K IN 30 DAYS

THIS HOLIDAY SEASON  
HELP TOMS GIVE  
**30,000**  
PAIRS OF SHOES  
TO CHILDREN IN  
**ETHIOPIA**

JOIN US AT [TOMSSHOOES.COM](https://tomsshoes.com) FREE SHIPPING

Write down as many causes (local or worldwide) that your brand might align with.

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