

# BRAND WIZARDS

## Elements Of A Brand Exercise

**Exercise:** You and your team are launching a futuristic startup. Your job is to create a branding strategy for your new company.

### Choose one the following startup companies:

**Interstellar Adventures:** a space tourism business based on the moon that provides adventure-oriented excursions and activities to high-end clients.

**Alfred:** a robotics business that sells/leases robots that function as personal assistants. The robots can be programmed to function as house servants, office assistants, childcare specialists, personal chefs and more.

**Your Reality:** a smart clothing company that creates full-body avatar suits for long-term virtual reality gaming. These suits allow you to stay within your virtual world for days at a time and allow you a 5-senses experience in your virtual world.

### Build Your Brand Strategy:

#### Build Your Brand Foundation:

**1. Brand Purpose/ Mission:**

- Why do you exist?
- What differentiates you?
- What problem do you solve?
- Why should people care?

**\*\*\*Activity:** Create a mission statement that summarizes the purpose of your company.

- 2. Brand Vision:** Have a vision of where you are going. What mark are you trying to make in your industry? What are your goals for growth?
- 3. Brand Values:** Determine the core values and philosophies that define your business.

**\*\*\*Activity:** Choose five core values that will define your company

4. **Know Your Target Audience:** Create a profile of your target customers
  - How old are they?
  - What is their income range?
  - What are their occupations?
  - What other interests do they have?
  - What problems do they face?
  - What are their aspirations?
  - What moves them?
  - How do they want to interact with your product?

### **Create Your Brand Identity: The public face of your brand**

5. **Market Analysis:** Evaluate your market to find opportunities for your company to stand out from competitors.
  - How will you differentiate your business from your competitors?
  - What position do you want to hold within your market?
  - What will your business stand for? - values

6. **Brand Awareness:** Create a marketing strategy that sets you apart in your market. The key is knowing who you are and consistently sharing that message to potential customers in your market.

7. **Brand Personality:** Define the personality of your brand. How will you bring a human personality to your brand?

**\*\*\*Activity: Create a brand personality for your company. Choose 10 adjectives that define the personality of your brand.**

8. **Brand Voice:** Define how you want to sound to customers. Formal, fun, educational, witty, comforting, etc.

9. **Brand Tagline:** Distill your message into a few concise and memorable words that can tell your brand story.

**\*\*\*Activity: Write a tagline that tells the story of your brand**