

I'M WITH THE BRAND

WORKBOOK 1. THE POWER OF BRAND

Spark

THE POWER OF BRAND

Why do we love the brands we love? It's not because of their logo, or because we like the look of their website – it's because they align with our values. We admire their purpose, because they align with our own beliefs. When you engage with these brands, their messages are **consistent, authentic** and **inspiring**.

YOUR **BRAND** ISN'T WHAT YOU SAY OR DO, IT'S WHAT YOU **BELIEVE**

What are the 3 brands that you admire the most?

Remember, it doesn't have to be a product, it could be a service based business, a charity or any kind of organisation that you are drawn to.

1. _____
2. _____
3. _____

How would you describe their visual identity?

Are you drawn to their style or colours? Is their imagery realistic, cartoonish, fun, adventurous? Describe your emotional response.

BRAND 1. _____

BRAND 2. _____

BRAND 3. _____

How would you describe their tone of voice and brand personality?

Do you identify with them because they are serious, playful, rebellious, cool, knowledgeable, approachable, formal?

BRAND 1. _____

BRAND 2. _____

BRAND 3. _____

What is it about your brand heroes that inspires you? What do you identify with? What do you have in common? What are the key messages you are drawn to?

BRAND 1. _____

BRAND 2. _____

BRAND 3. _____
