



Market Domination  
Solutions

A REFERENCE FOR BUSINESS OWNERS

# DECIDING YOUR BRAND

A workbook for corporate branding





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## DECIDING YOUR BRAND

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# INTRODUCTION

## Why This Guideline

In the next few pages, we will encourage you to consider your business purpose, mission, and vision.

Additionally, you'll get an opportunity to make notes and record your decisions about your business.

To move forward with our assisting you with your branding, you'll be asked to share this information in a survey

The information in this handout is designed to help you make more thoughtful choices when completing the survey.

To use this workbook, please print out pages 13, 26 and 28.





01

PURPOSE & MISSION

# Finding Your Why



# Finding Your Why

WHAT DOES YOUR  
BRAND STAND FOR?

“People don’t buy what you do they buy why you do it.” Simon Sinek challenged an entire generation of marketers with this simple phrase in his 2009 TED Talk on leadership.

In it, he breaks down success stories like Apple and the Wright brothers, explaining how their pursuit of the Why rather than the What inspired consumers (for the former) and supporters (for the latter).





# What Can Why Do For You?

The language of the WHY, also known as your brand purpose, creates connections.

It is defined as the reason you exist beyond the drive to make money. It appeals to the part of the brain that drives action.

By leading with your WHY and following with the WHAT and the HOW, you hook your audience with emotion and follow with the facts, benefits, and details allowing them to rationalize the action.



# What Can Why Do For You?

Finding your Why isn't simple.

It's more than just making a statement you think your audience will get behind.

And it's far more than co-opting the Why you've seen work successfully for others.

Audiences are smart. They'll be able to spot a disingenuous Why in a single touchpoint.







# What is Your Why?

- Your Why has to align with and drive everything else you're doing, especially your vision, mission, and values.
- These internal markers of how your company operates are a good starting point for your Why.
- But it's important to note they are different from your Why.

Take a moment to review [Simon Sinek's Ted Talk on Why](#)







# What is Your Vision Statement?

- Vision statements describe your company's "why," while mission statements describe the "who" and "what" of your business.
- Vision statements are essential because they reveal a common goal and direction for your employees.
- You can craft a compelling vision statement by infusing it with passion, making it inspiring, and aligning it with your business's values and goals.





# What Is Your Mission Statement?

A mission statement is like a road map of how to achieve the goals set in your vision statement. It defines the purpose and aspirations of the organization.

It addresses what a firm wants to become.

A business mission statement should be between one and three sentences, around 100 words.



# Vision, Mission and Why

- Your VISION describes where your organization is going in the coming years.
- Your MISSION focuses on your business operations and the products or services you offer.
- Your VALUES define how your entire organization should go about achieving your mission.
- Your WHY shifts focus from internal operations to your external impact.
- It's what the advertising leader Greg Ellis describes as your "philosophical heartbeat"
- It's the reason your brand exists.







# How to Find Your Why

- To find your Why, you need to dig deep and wide. The Why can be seemingly nebulous and existential, but by asking the right questions, you can start to put parameters around it.
- Start by considering "What are the benefits we're promoting really solving for our customers?"
- Consider these keywords:  
Innovate • Improve • Sustain • Assist





**WHY / VALUES**

**VISION STATEMENT**

**MISSION STATEMENT**



”

MORE THAN JUST A LOGO

**Branding adds spirit and a soul  
to what would otherwise be a  
robotic, automated, generic  
price-value proposition.**

DAVID AAKER



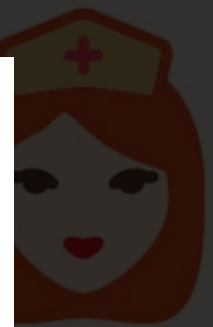
02

The Magician  
*Power*

FINDING YOUR

# Brand Archetype

The Enthusiast  
*Be*



Caregiver  
*Service*



The Innocent



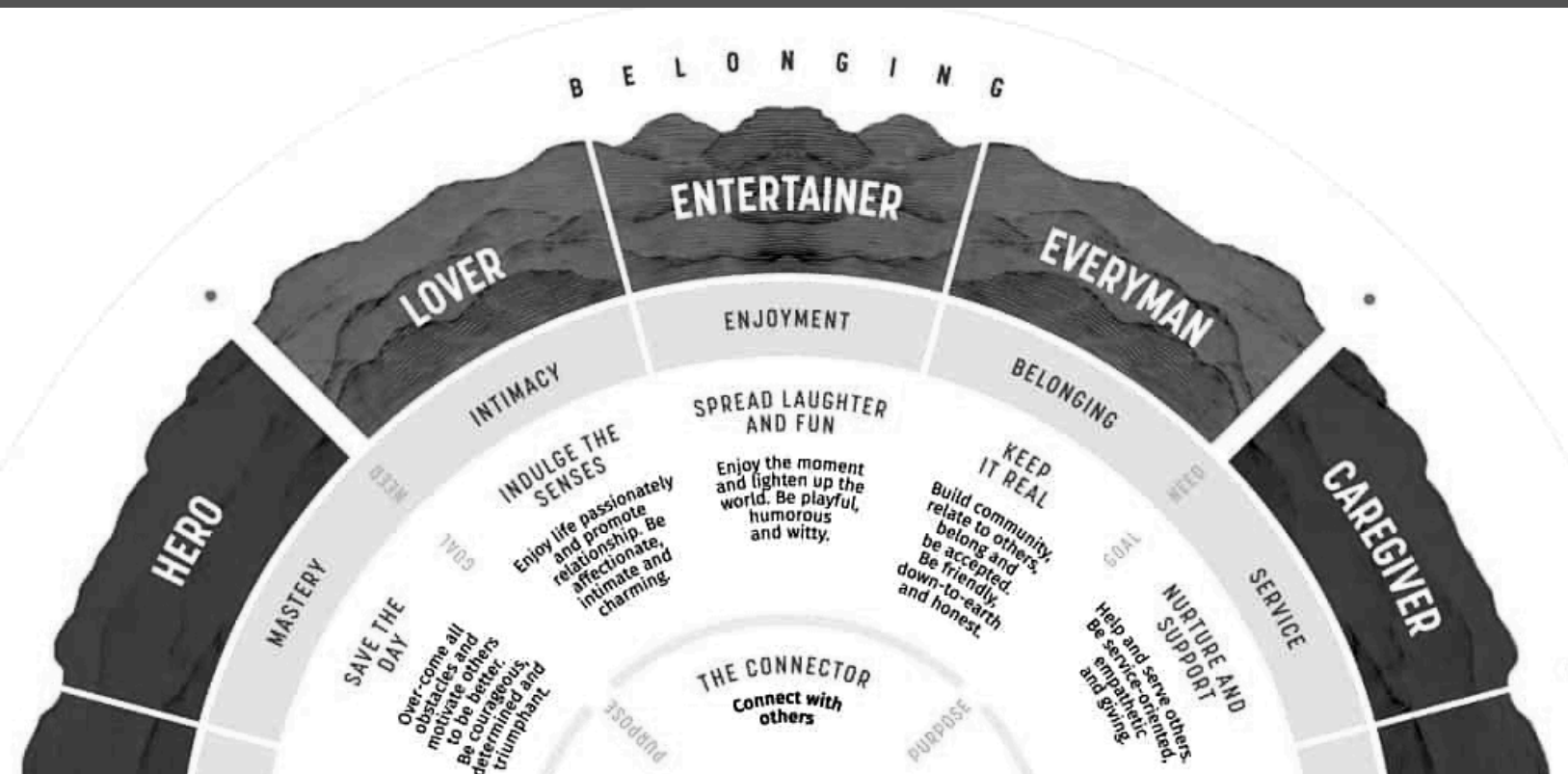
The Sage

# Your Brand Archetype

## WHAT IS A BRAND ARCHETYPE?

Just as fictional characters are written according to broadly defined paradigms that help us understand their actions, a brand archetype is a way of presenting a brand – its symbology, values, behaviors, messages – as a persona, thus making it more recognizable and relatable to target audiences.

On the following pages as you discover archetypes that resonate with your brand, make notes in the margin and then circle the one you decide most closely represents your brand.



# Brand Archetypes - Independence

## The Innocent

Exhibits happiness, goodness, optimism, safety, romance, and youth. Example brands include: Coca-Cola, Nintendo Wii, Dove

## The Sage

Committed to helping the world gain deeper insight and wisdom, the Sage serves as the thoughtful mentor or advisor. Example brands include: Google, PBS, Philips

## The Explorer

Finds inspiration in travel, risk, discovery, and the thrill of new experiences. Example brands include: Jeep, Red Bull, REI





# Brand Archetypes - Change

## The Rebel

Questions authority and breaks the rules; the Rebel craves rebellion and revolution. Example brands include: Virgin, Harley-Davidson, Diesel (jeans)

## The Magician

Wishes to create something special and make dreams a reality, the Magician is seen as visionary and spiritual. Example brands include: Apple, Disney, Absolut

## The Hero

On a mission to make the world a better place, the Hero is courageous, bold, inspirational. Example brands include: Nike, BMW, Duracell



# Brand Archetypes - Structure

## The Caregiver

Protects and cares for others, is compassionate, nurturing and generous.  
Example brands include: Johnson & Johnson, Campbell's Soup, UNICEF

## The Ruler

Creates order from the chaos, the Ruler is typically controlling and stern, yet responsible and organized. Example brands include: Mercedes-Benz, Microsoft, British Airways

## The Creator

Imaginative, inventive and driven to build things of enduring meaning and value. Example brands include: Lego, Crayola, Adobe





# Brand Archetypes - Belonging

## The Lover

Creates intimate moments, inspires love, passion, romance and commitment. Example brands include: Victoria's Secret, Chanel, Haagen Dazs

## The Entertainer

Brings joy to the world through humor, fun, irreverence and often likes to make some mischief. Example brands include: Old Spice, Ben & Jerry's, M&Ms

## The Everyman

Seeks connections and belonging; is recognized as supportive, faithful and down-to-earth. Example brands include: IKEA, Home Depot, eBay



IDENTITY PHASE

# Descriptive Words

# Character & Persona

## FURTHER REFINING THE ARCHETYPE

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR BRAND'S CHARACTER & PERSONA

- Friendly
- Warm
- Inspiring
- Authentic
- Helpful

- Playful
- Authoritative
- Professional
- Trust-worthy
- Weird

# Language

## DESCRIBE THE TYPE OF LANGUAGE YOUR USE WHEN TALKING TO YOUR CLIENTS OR CUSTOMERS

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR BRAND'S LANGUAGE

- Complex
- Savvy
- Insider / Inner Circle
- Serious
- Humorous

- Simple
- Jargon-filled
- Fun
- Whimsical
- Scholarly





# Tone

DESCRIBE THE TONE OF YOUR SPEECH OR TEXT  
WHEN TALKING TO YOUR CLIENTS OR CUSTOMERS

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR  
BRAND'S TONE

Personal  
Humble  
Clinical  
Practical  
Formal

Honest  
Direct  
Scientific  
Informal

# Purpose

DESCRIBE THE PURPOSE OF YOUR BRAND

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR  
BRAND'S PURPOSE

Complex  
Savvy  
Insider / Inner Circle  
Serious  
Humorous

Simple  
Jargon-filled  
Fun  
Whimsical  
Scholarly



# Personality

## DESCRIBE THE PERSONALITY OF YOUR BRAND

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR BRAND'S PERSONALITY

- Stylish
- Cool
- Bold
- Adventurous
- Spiritual

- Assertive
- Caring
- Altruistic
- Rugged
- Sexy
- Generous

- Youthful
- Rebellious
- Edgy
- Energetic
- Mysterious

# Style

## DESCRIBE THE STYLE OF YOUR BRAND

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR BRAND'S STYLE

- Elegant
- Tech
- Minimal
- Flowing

- Angled
- Glamorous
- Old Fashioned
- Cosmopolitan



# Texture

## DESCRIBE THE TEXTURE OF YOUR BRAND

SELECT 1-3 WORDS THAT YOU WOULD USE TO DEFINE YOUR BRAND'S STYLE

Delicate  
Lacy  
Smooth  
Glossy  
Metallic  
Silky  
Soft  
Velvety

Rough  
Gritty  
Grainy  
Leathery  
Organic  
Plain  
Earthy  
Gritty

Marbled  
Glittery  
Sparkly  
Frosted  
Energetic  
Crystalline  
Rich / Expensive  
Plastic



# Descriptive Words Answer Sheet

Character  
&  
Persona

Language

Tone

Purpose

Personality

Style

Texture

IDENTITY PHASE

# Perception

# Perception

## HOW YOU WANT YOUR CLIENT TO PERCEIVE YOUR BUSINESS

BELOW ARE A SERIES OF OPPOSITES.

YOU NEED TO DECIDE IF YOU WANT YOUR CLIENT /  
CUSTOMER TO PERCEIVE YOUR BUSINESS AS BEING IN THE  
MIDDLE (3), LEANING TO THE LEFT OR RIGHT (2, 4), OR  
BEING ONE OF THE EXTREMES (1, 5)

CIRCLE THE NUMBER THAT APPLIES FOR EACH OF THE PAIRS  
BELOW.

<b>Necessity</b>	1 - 2 - 3 - 4 - 5	<b>Luxury</b>
<b>Expensive</b>	1 - 2 - 3 - 4 - 5	<b>Economical</b>
<b>Light</b>	1 - 2 - 3 - 4 - 5	<b>Serious</b>
<b>Formal</b>	1 - 2 - 3 - 4 - 5	<b>Casual</b>
<b>Exotic</b>	1 - 2 - 3 - 4 - 5	<b>Commonplace</b>
<b>Hi-tech Industrial</b>	1 - 2 - 3 - 4 - 5	<b>Homemade</b>
<b>Strong</b>	1 - 2 - 3 - 4 - 5	<b>Gentle</b>
<b>Revolutionary</b>	1 - 2 - 3 - 4 - 5	<b>Conservative</b>
<b>Modern</b>	1 - 2 - 3 - 4 - 5	<b>Classic</b>
<b>Quiet</b>	1 - 2 - 3 - 4 - 5	<b>Loud</b>
<b>Simple</b>	1 - 2 - 3 - 4 - 5	<b>Complex</b>
<b>Raw</b>	1 - 2 - 3 - 4 - 5	<b>Refined</b>
<b>Masculine</b>	1 - 2 - 3 - 4 - 5	<b>Feminine</b>





05

LOOK & FEEL

# Mood Boards

# Your Look & Feel

## WHAT IS A MOOD BOARD?

A mood board is like a collage containing a variety of images, text, and other objects that define your brand and communicate your brand identity. It can even work as a guide in developing a business project, such as a website.

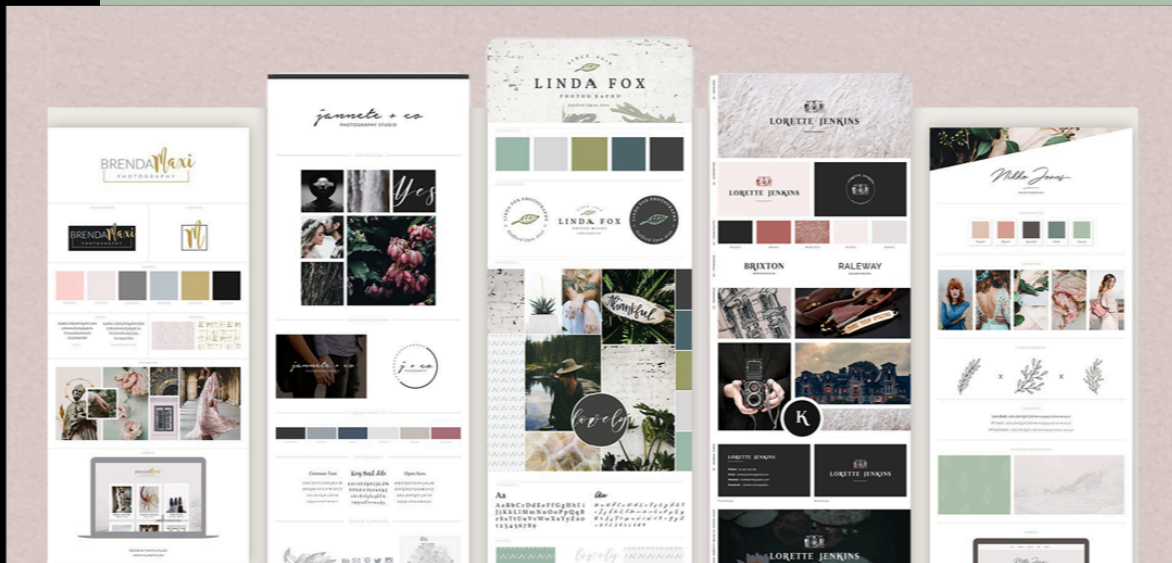
With the information you have decided, we'll be able to distill these ideas and create three different mood boards from which you can choose.

On the following pages, you'll see examples of mood boards, and get a feel for how the colors, images and fonts combine to create a look & feel.

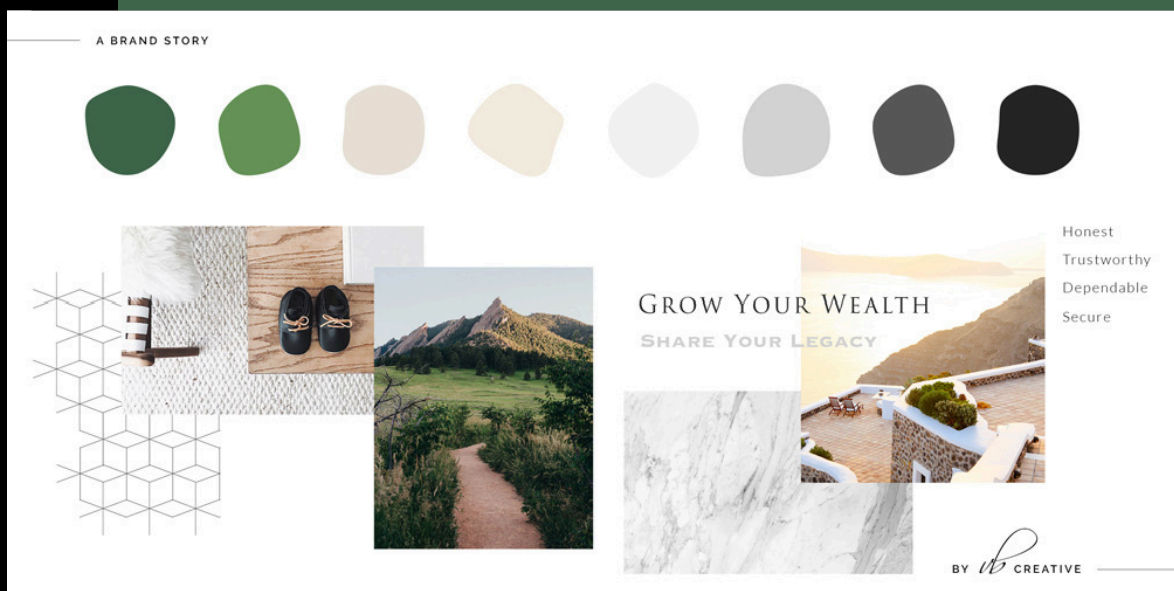
## Sample Mood Board #1



## Sample Mood Board #2



## Sample Mood Board #3

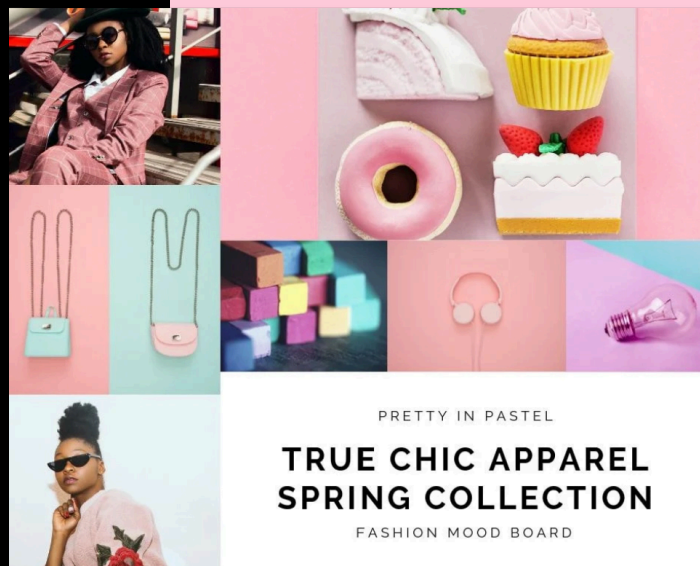




## Sample Mood Board #4



## Sample Mood Board #5



Do you feel that you have reviewed this material, and have solid answers to the business questions we presented here?

Then **CLICK** the **LINK** and let us have them!

**YES!**

**Take me to the Branding Survey.**

