

AUDIENCE SEGMENTATION

Identify your audience and determine their key motivators and drivers.

Who is your audience?
What do they need?
What do they want?
What do they care about?

KEY ATTRIBUTES

These are the traits that the brand embodies. How would you want people to describe your brand? List adjectives in the following table.

We Are...	Which Includes This...	And Never This...



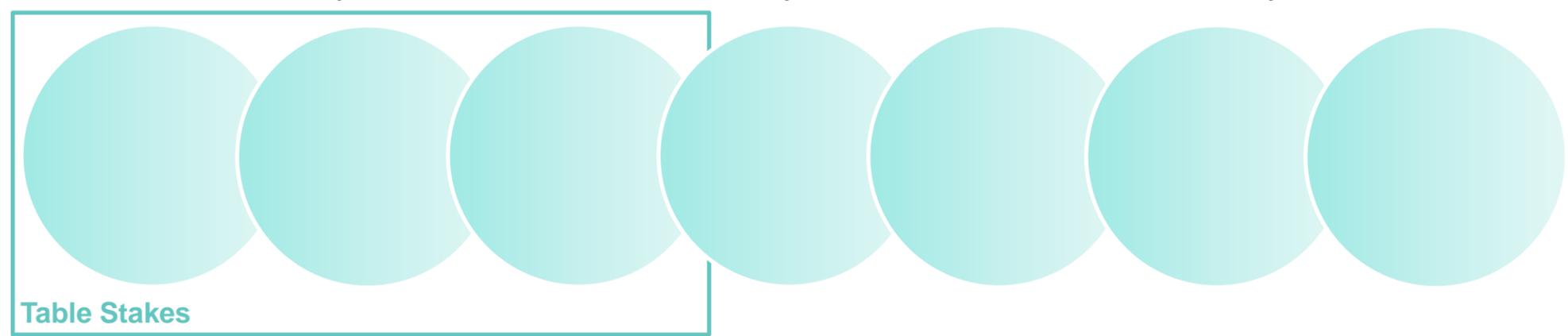
BRAND FOUNDATION

Answer the following questions to determine your brand foundation.

What do we believe?
What do we do?
What do we offer?
What do people believe about us?
What is our brand promise?
What is our brand position?

BRAND FILTER

These elements inform and guide execution of your programs & initiatives. Each circle determines the elements that should be accounted for and represented in program design – which brings to life the brand foundation and key attributes. Table Stakes are the key elements that must exist in order for your initiative to move forward.





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@JAYZENPATRIA | #JAYZENPATRIA