BRAND IDENTITY MODEL

ANALYSIS

TARGET SEGMENTS

Who they are
Goals and desires
Social mores
Values
Purchase drivers

COMPETITIVE SET

Points of Difference | Points of Parity

PERCEPTION MAP

SUB-BRANDS

MASTER BRAND

Why
How
What

WHY WE EXIST

BRAND PURPOSE

NORTH STAR

BRAND CREDO

VALUE PROPOSITION

CORE BENEFIT
ATTRIBUTES
DIFFERENTIATORS

OUR [offering] IS THE **ONLY** [category] THAT [benefit] .

DESIRED PERCEPTION

DISTINCTIVE

DIFFERENTIATED

MEANINGFUL

BRAND IDENTITY SYSTEM

BRAND PROMISE
BRAND NARRATIVE
BRAND VOICE
VISUAL IDENTITY

SALIENCE
Top of mind consideration

RESONANCE
Cannot live without

EMOTION
Shared worldview

BRAND ARCHETYPE

Innovator | Champion | Crusader, Rebel | Maverick | Pioneer

BRAND STORY

· The Main Character (customer)
· Aspirations and Goals
· Main Nemesis
· The Brand as Trusted Ally
· The Plan
· Moral of the Story

UNIFYING IDEA

MESSAGING

WHY THE BRAND MATTERS
How we make a difference

WE ARE ON YOUR SIDE
How we deliver on our promise

REASON TO BELIEVE
What makes us remarkable

PROOF POINTS
How our customers benefit

HOW WE HELP
The problems we solve

ADVOCACY
TRUST
PREFERENCE
BELIEF
INTENT
FAMILIARITY

Ultimate Goal

BRAND AFFILIATION LADDER