

Brand Purpose

Why?

Purpose

What?

Vision

How?

Mission

Values

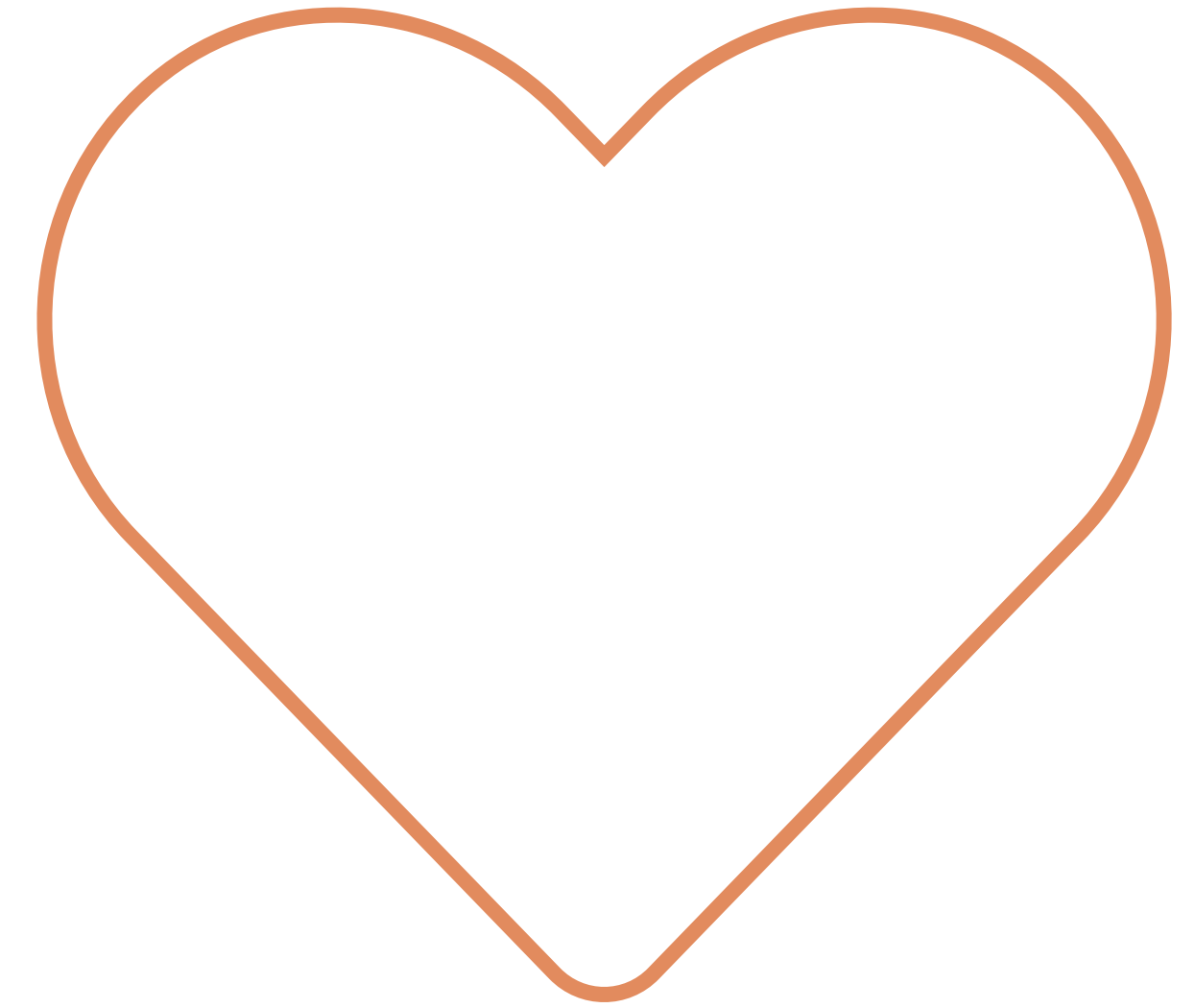
Positioning



PURPOSE

The why?

Beyond making a profit, why does your business exist?



Examples

Casper

We believe sleep is the superpower that charges everything people do.

Tesla

To accelerate the world's transition to sustainable energy.

IKEA

To create a better everyday life for the many people.

Task

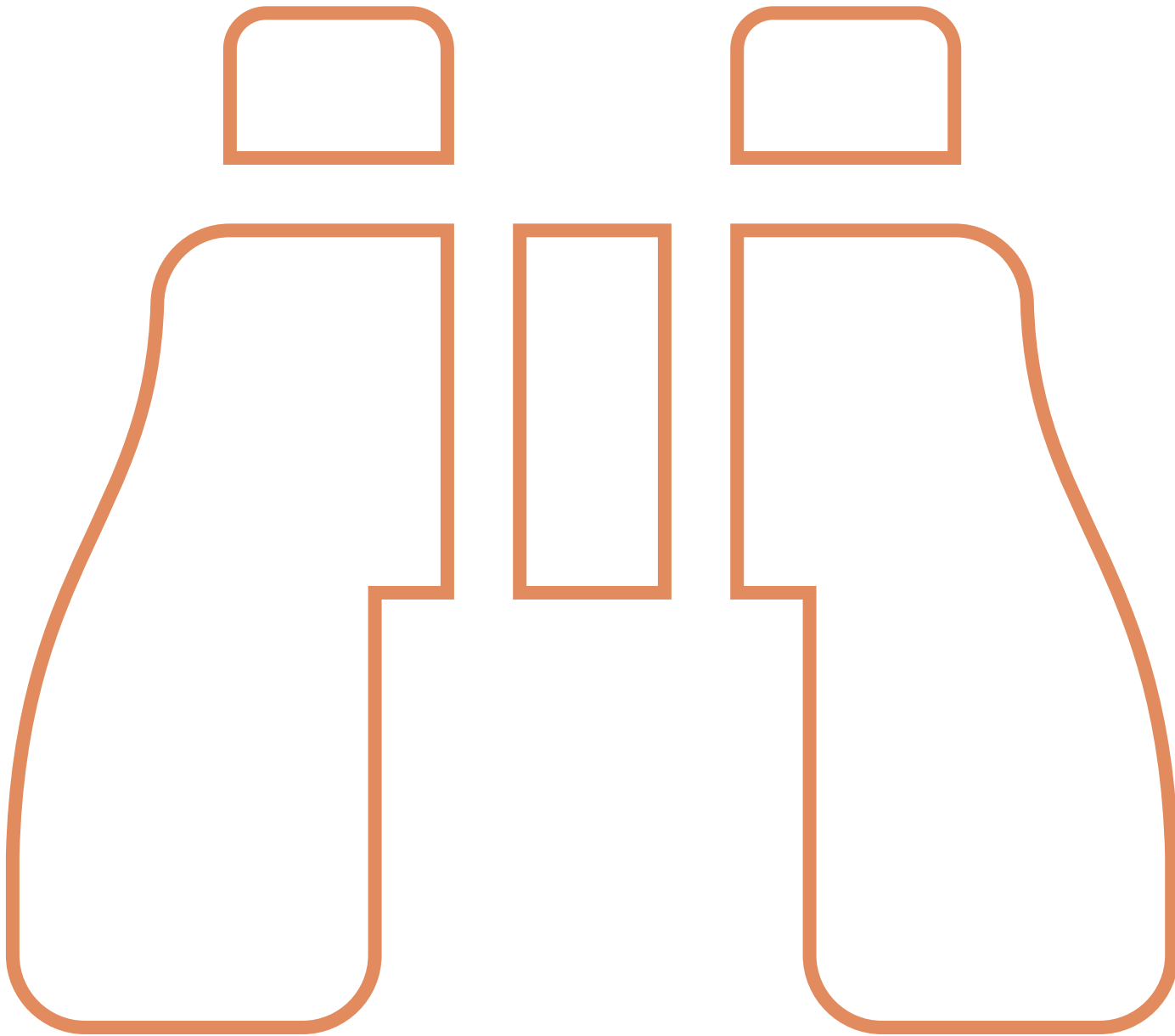
Define your business' purpose
- what single ambition will motivate staff as well as impact the lives of your target market?

Answer on Miro Module 3

VISION

What’s the big idea?

What does your future look like?



Examples

Casper
We’re here to awaken the potential of a well-rested world.

Nike
To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

Zoom
Video communications empowering people to accomplish more.

Task

Describe what the world looks like if your business is a success. What impact is it having?

Answer on Miro Module 3

MISSION

How do you get there?

What do you need to do to achieve your vision?



Examples

Nike

Create groundbreaking sports innovations, make our products sustainably, build a creative and diverse global team, and make a positive impact in communities where we live and work.

Spotify

To unlock the potential of human creativity by giving a million creators the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.

Tesla

To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.

Task

List the commitments you will be working towards to reach your goals.

Answer on Miro Module 3

VALUES

What do you stand for?

How does your business behave on this journey?



Examples

Patagonia
Build the best product.
Cause no unnecessary harm.
Use business to protect nature.
Not bound by convention.

Audi
Progressive premium.
Flexible. Confident. Clear.

Spotify
Innovative. Sincere. Passionate.
Collaborative. Playful.

Task

Define how your business should behave. Describe the values that will determine how your business is seen both internally and externally.

Answer on Miro Module 3

POSITIONING

What makes you different?

How does your brand
occupy a distinct
space in the minds
of your audience?

Examples

Nike

With an emphasis on innovation, Nike's messaging focuses on empowerment through enhanced performance exemplified with the tagline "Just Do It". Advertising shows athletes in action with their game faces on.



Task

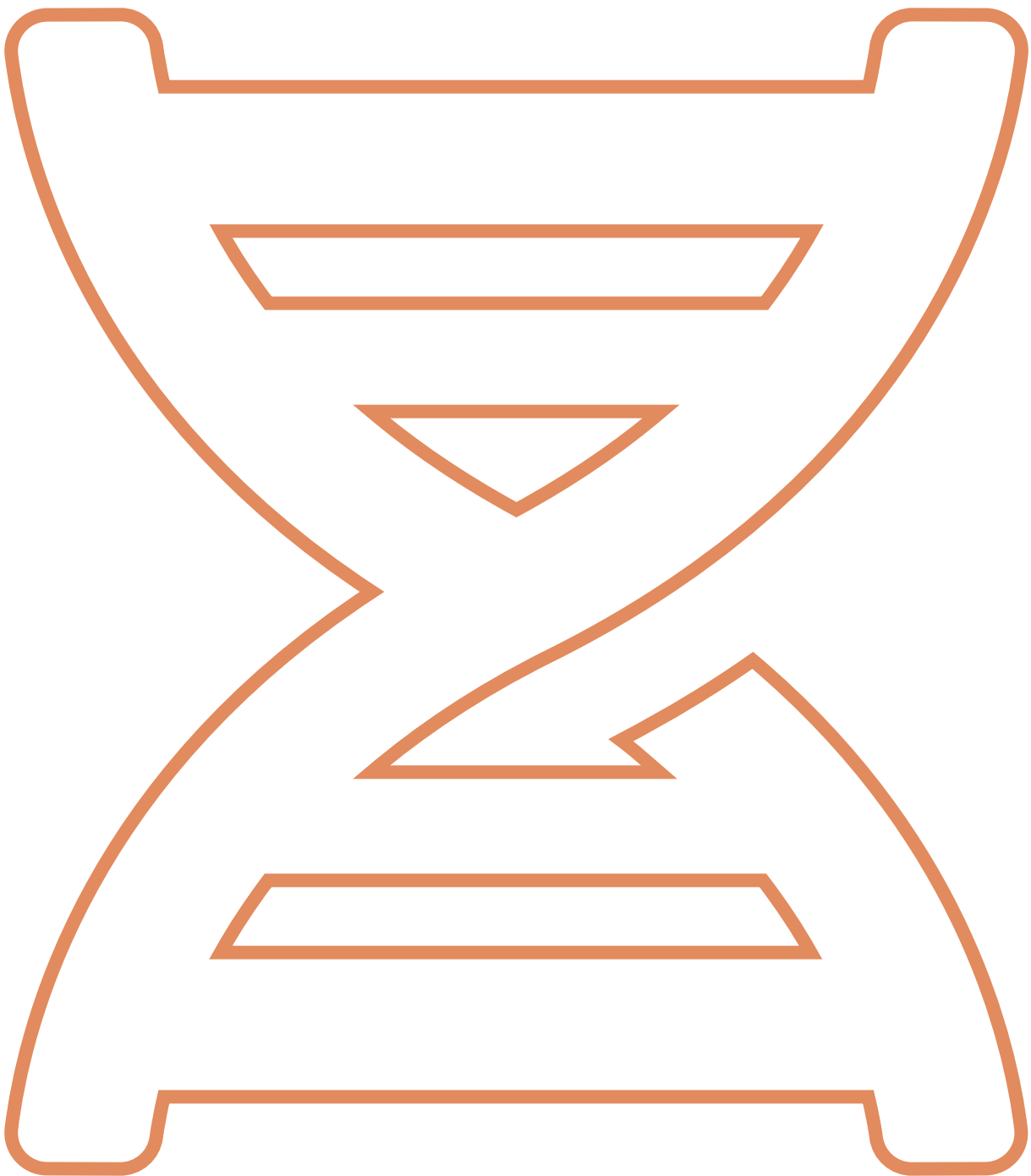
What do you want your audience to remember you for? Identify what your differentiator is and develop your brand messaging framework.

Answer on Miro Module 3

POSITIONING

Brand messaging framework

How will you articulate your differences?



Tasks

Tagline

What snappy one-liner encapsulates your business?

Proposition

What differentiates you and makes your offering unique?

Brand Messaging Pillars

List the three key pillars with supporting points that set you apart from your competitors.

Answer on Miro Module 3