

# Brand Core Workbook



At the end of the Brand Core Workbook you will be able to create an unshakeable foundation for your business to grow.

If you ever have questions about this exercise, please don't hesitate to reach out by emailing us directly at [poke@eq-international.com](mailto:poke@eq-international.com)

# Methods

## Identify

First we guide you through to identify your brand's strengths and potentials.

## Involve

Throughout the process, we encourage open communication and collaboration by involving the core members of your team.

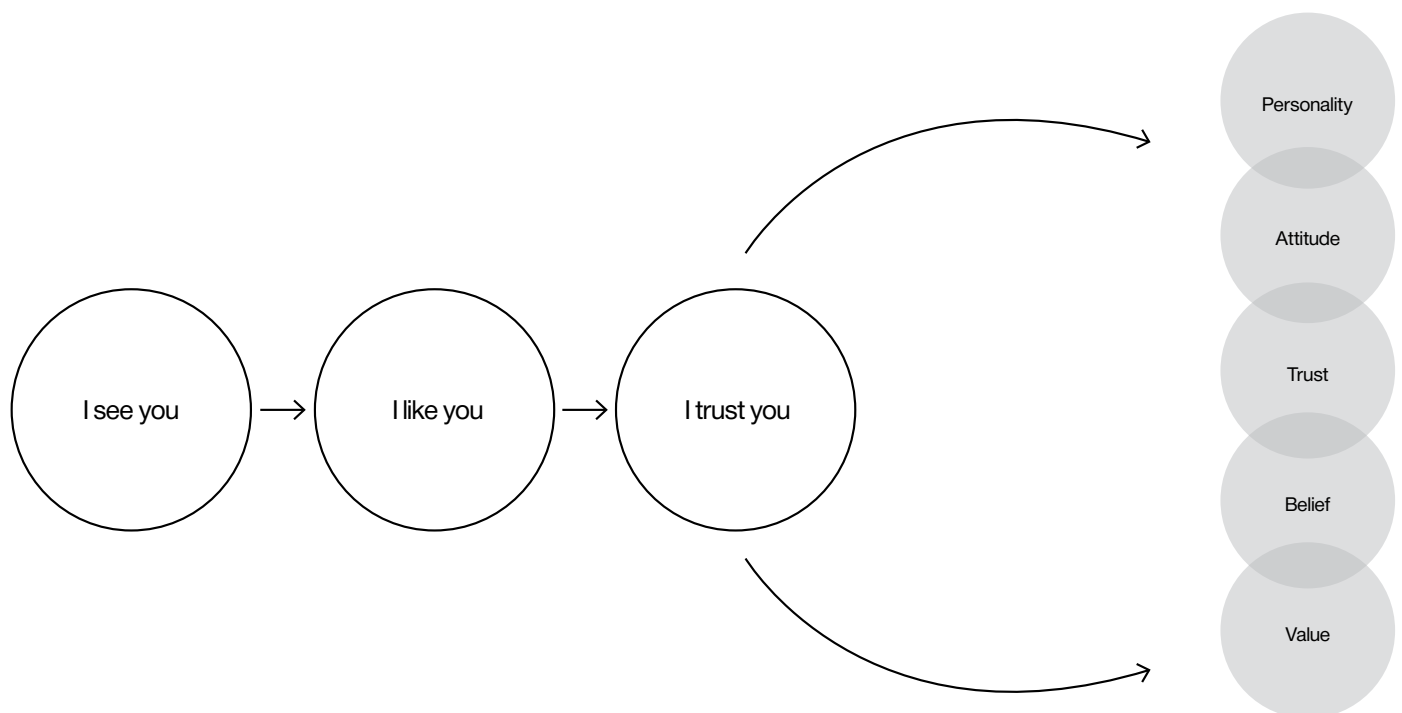
## Inspire

Through discussion, we aim to spark conversations and ignite inspirations in order to find out the brand's priorities.

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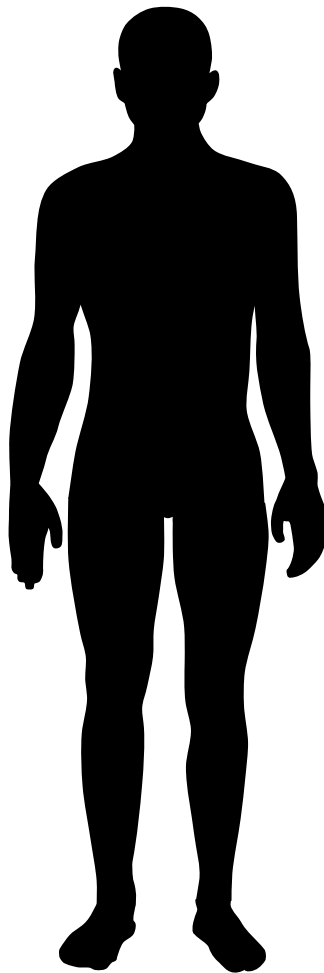
People are attracted to some brands more than others just as they are attracted to some people's personalities more than others.

Emotional branding is a strategy that creates strong brand attachments between customers and brands.

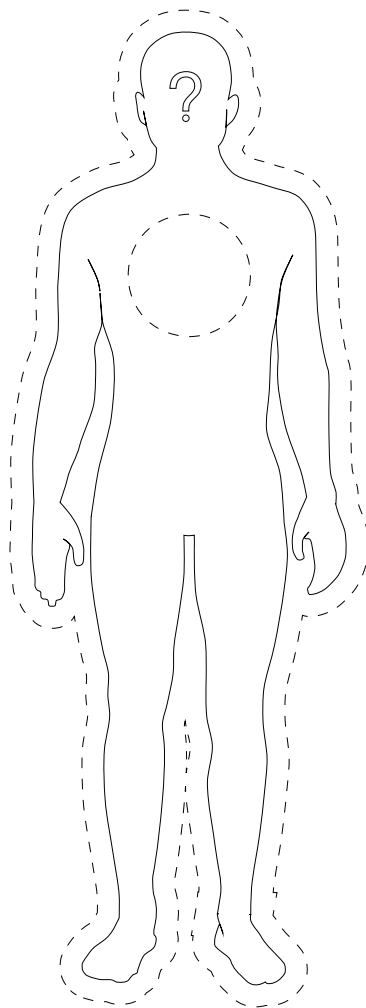


We must infuse humanity into our business if we want to create a relationship. A brand must live and breathe on its own, and in order to do that – you must give it life.

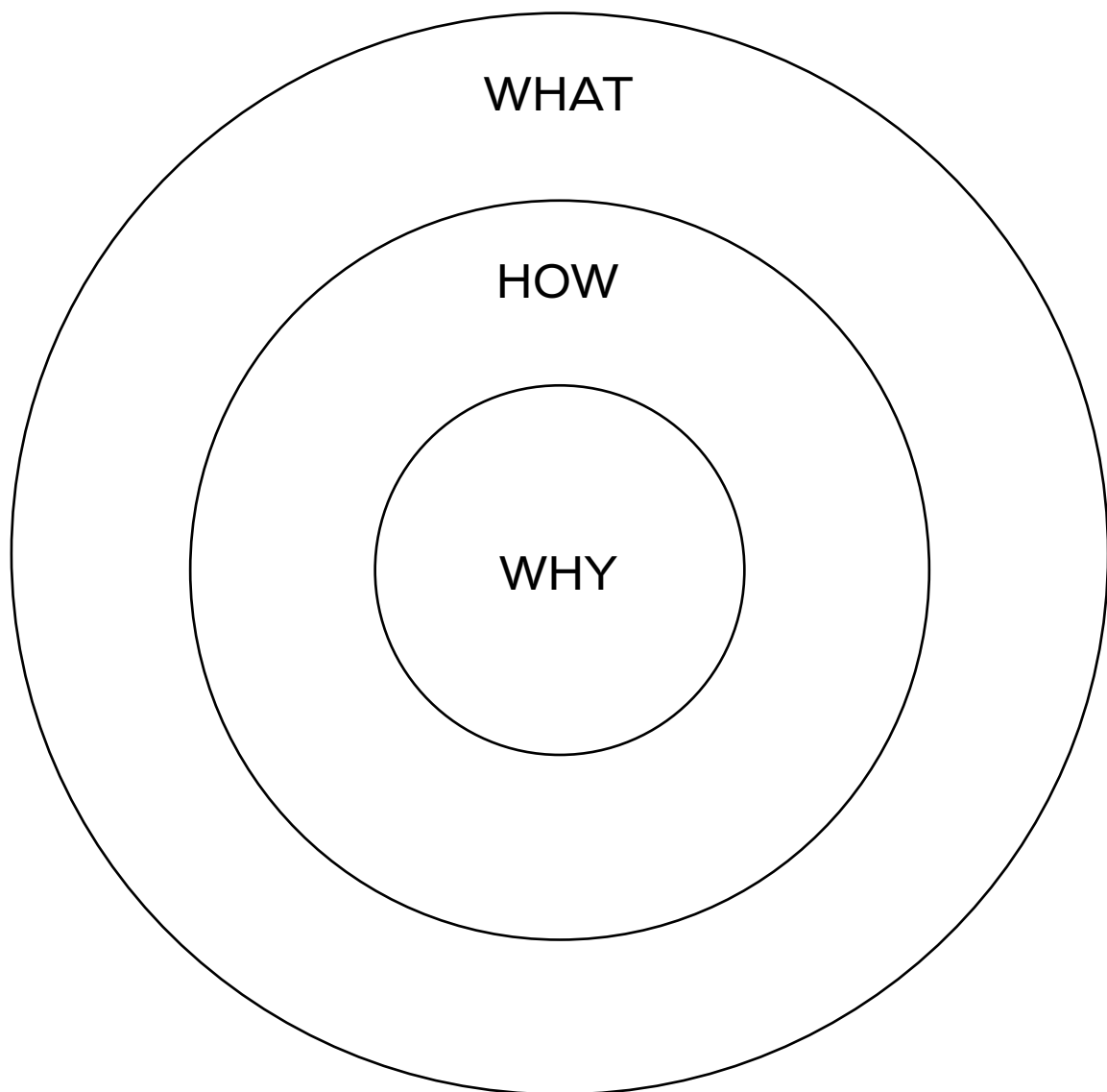
Treat your brand like a person. Build its identity by giving it personalities.



# Let's find out who you are.



# It Starts with Why



# Why

We all search for meaning and significance in everything we do, and answering the question: "What is the purpose of our brand?" is your way to appeal to that basic human instinct. Just like people, companies need a purpose as they change and grow.

Brand purpose helps everyone in the company to understand what they're trying to achieve, and to give their best.

1. What is the real purpose of your business?

2. What change do you want to bring to the world via your product/service?



# How

Your brand mission is how you are going to achieve your brand vision. If brand vision is your destination, then your brand mission is the stepping stones along the way.

3. How is your brand different from others?

4. How do you want your customers to feel after using your products/service?

# What

5. What are the products or services you offer to your customers?

6. What problem do you solve?

# Promise

A PROMISE IS A COMMITMENT.

In a fast-paced world where trust is hard to come by – promises matter. They're how people learn whether they can truly believe in you, and your company.

When a brand follows through on its promises, the result is a loyal, and happy customer base, ready to advocate for the business and help it grow.

7. What promises can you deliver to your customers through your products/services?

8. What do they seek from you that they can't get elsewhere?

# Vision

Brand vision is like a life goal of a person.  
What do you want to achieve in your life? What  
kind of future are you trying to create?  
It's a big picture that you draw for your team to  
follow.

1. What problem are we solving for the greater good?

2. Who and what is our business trying to inspire?

3. What do you hope your business will have accomplished in 10 years?

# Characteristic & Positioning

1. Brainstorm Six (2 min)
2. Choose Top Three (1 min)
3. Choose Top One (1 min)

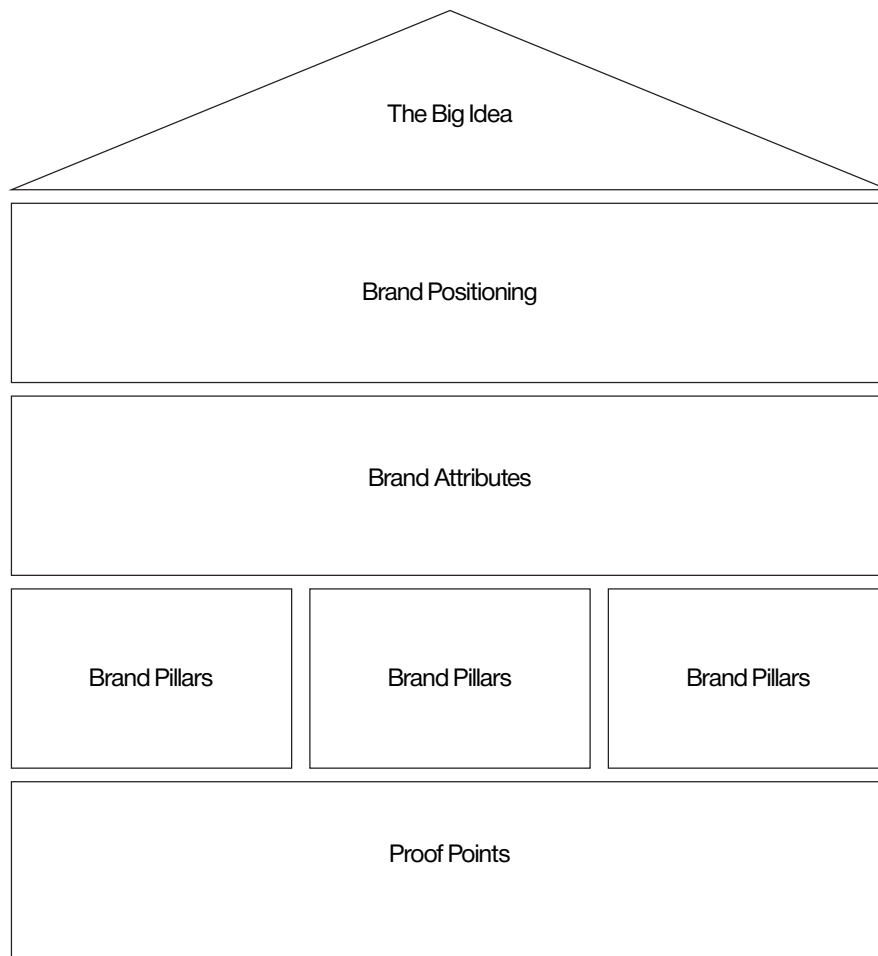
Culture	Customers	Voice
How would your community describe you?	How would you describe your customers?	How do you sound to others?
Benefit	Value	X-Factor
How do others feel after interacting with you?	What tangible impact do you have on others?	What makes you radically different?

Name \_\_\_\_\_ provides \_\_\_\_\_ Product / Service \_\_\_\_\_ to \_\_\_\_\_ Customers \_\_\_\_\_

\_\_\_\_\_ in a \_\_\_\_\_ Culture \_\_\_\_\_ with a \_\_\_\_\_ Voice \_\_\_\_\_ voice.

Helping them feel \_\_\_\_\_ Feeling \_\_\_\_\_ and be \_\_\_\_\_ Impact \_\_\_\_\_

# Brand House



## <sup>01</sup> The Big Idea

It all starts with the big idea. An easy way to define your big idea is by looking to the future. Picture your brand 20 years from now, what do you want people to think about it? What do you want your brand to be remembered for?

## <sup>02</sup> Positioning

Positioning refers to the way you will position your brand within the marketplace, and within the consumer's mind. Do you want to position your brand as the most exclusive out there, or a more accessible brand available for everyone?

## <sup>03</sup> Attributes

Think of attributes we collected in our last chapter, they are the core of your brand messaging and shape the way you will communicate your big idea to your audience.

## <sup>04</sup> Pillars

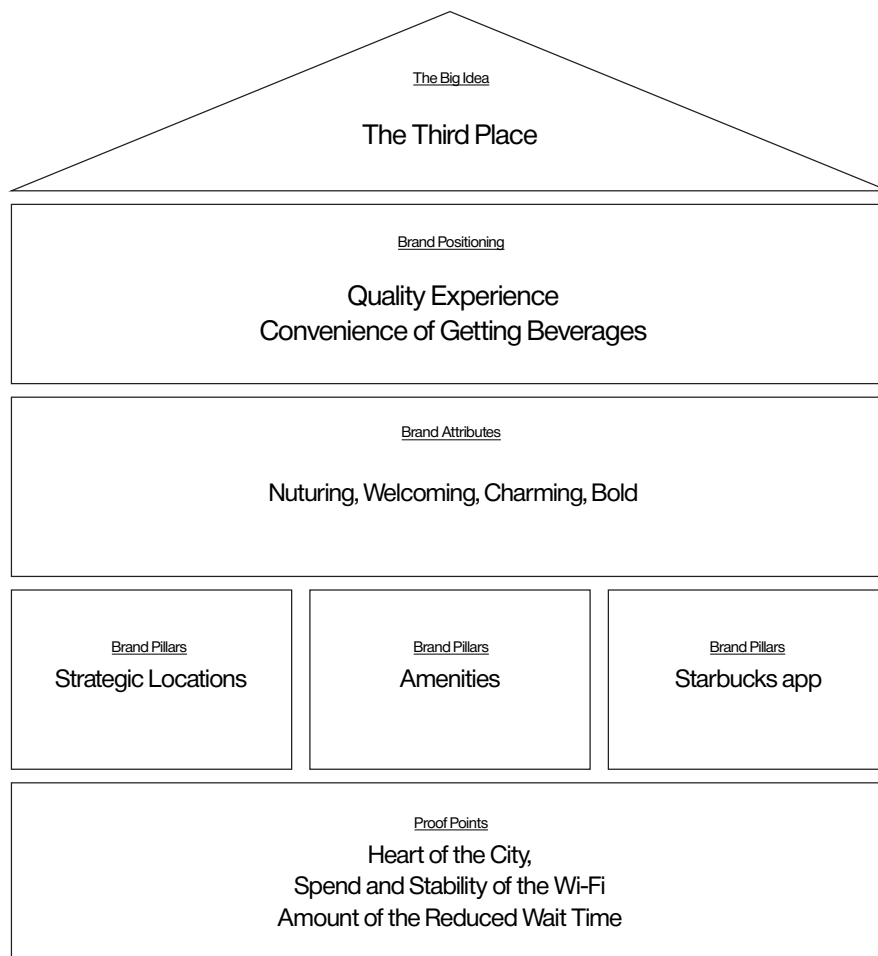
Identify three non-negotiable pillars that underpin your brand. These are essentially the rules around what you do and how you do it. These specific attributes make your company unique. Consider things like using sustainable suppliers, local ingredients, excelled customer service, etc.

## <sup>05</sup> Proof Points

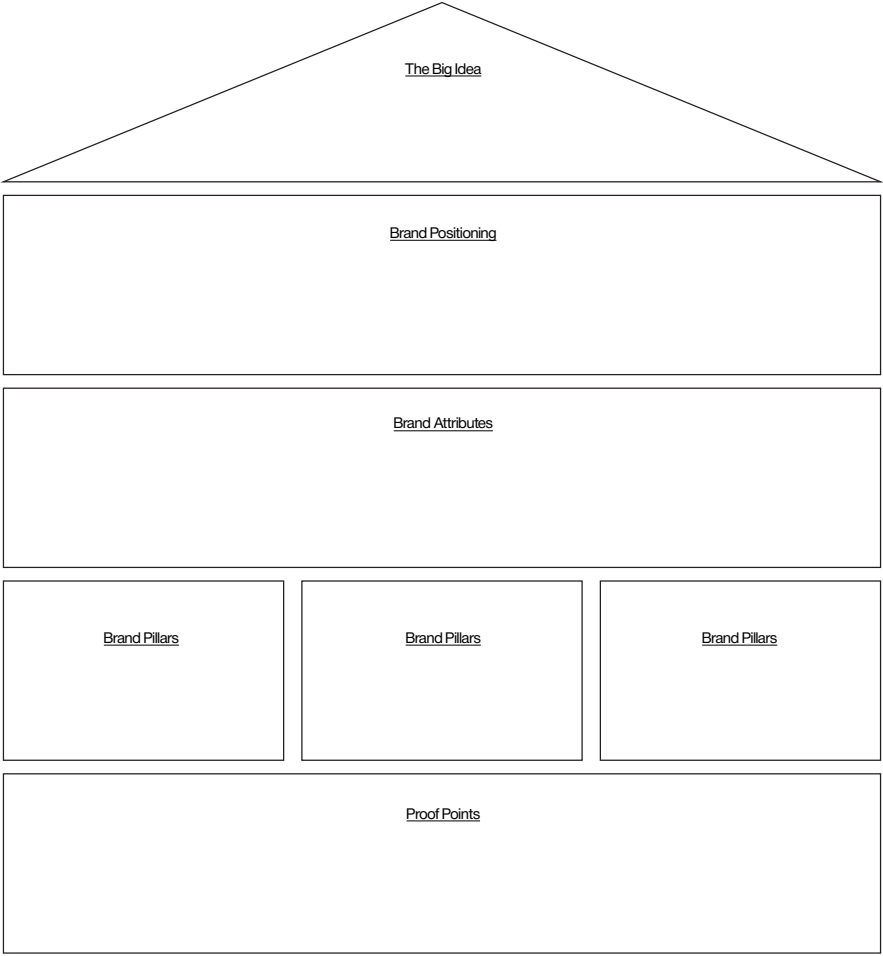
What pieces of evidence, policy, marketing materials, data or products can you use to prove the validity of your brand pillars, attributes, positioning and ideas? If you can't find any data or supporting documents to support your brand ideals, then you may have a difference between perception and reality.

# Brand House

Example — Starbucks



# Brand House





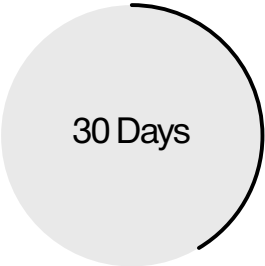
# Brand Health Checklist

## YOUR SYMPTOMS MAY INCLUDE:

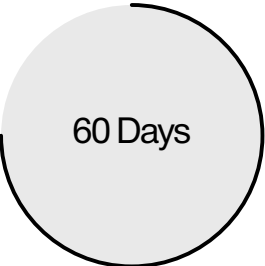
- ☐ You feel disconnected from your brand & embarrassed to show your clients your website.
- ☐ Your current branding & website is attracting the wrong clients - sometimes nightmare clients!
- ☐ Your branding & website is failing to convert potential leads into sales.
- ☐ You are confused on how to revive your brand and could do with an expert opinion.

1. UNDERSTAND THE MARKET	2. UNDERSTAND YOUR BRAND CORE	2. BUILD YOUR BRAND IMAGE	3. GIVE YOUR BRAND A VOICE	4. USE THEM AS A UNIT
<input type="checkbox"/> Competitors Reseach <input type="checkbox"/> Target Audience Reseach <input type="checkbox"/> Market Analysis <input type="checkbox"/> Market Positioning <input type="checkbox"/> Customer Journey	<input type="checkbox"/> Why <input type="checkbox"/> How <input type="checkbox"/> What <input type="checkbox"/> Promise <input type="checkbox"/> Vision	<input type="checkbox"/> Logo <input type="checkbox"/> Typography <input type="checkbox"/> Color <input type="checkbox"/> Photography Direction <input type="checkbox"/> Brand Usage <input type="checkbox"/> Brand Guideline	<input type="checkbox"/> Tagline <input type="checkbox"/> Tone of Voice <input type="checkbox"/> Writing Guideline	<input type="checkbox"/> Website <input type="checkbox"/> Social Media <input type="checkbox"/> Leaflet & Brochure <input type="checkbox"/> Company Deck <input type="checkbox"/> Signage <input type="checkbox"/> Packaging <input type="checkbox"/> Newsletter <input type="checkbox"/> Poster

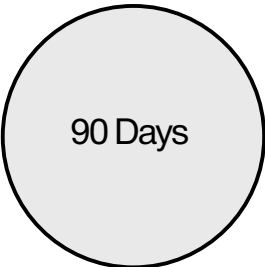
# Action Plan



Focus Area	
Top 7 Actions	
Help Needed	



Focus Area	
Top 7 Actions	
Help Needed	



Focus Area	
Top 7 Actions	
Help Needed	



Still need help to figure it all out?  
We'd love to help you bring  
your brand to life.