HOW TO RUN A BRAND STRATEGY WORKSHOP

This brainstorm worksheet is designed to help guide key brand stakeholders to pinpoint unique attributes about their brand and determine the appropriate strategy to move forward.

To Use:
Provide each attendee their own copy of this document and either:
• Set time for attendees to answer questions individually, then go around the room allowing everyone to share their responses with the group
• Use document to guide group conversation, allowing attendees to fill out their documents collaboratively

Feel free to combine individual and collaborative techniques throughout workshop but make sure to keep a Master Document that summarizes all agreed answers.

As the workshop facilitator, writing attendee responses on a whiteboard can help guide groups towards consensus and talk through ideas.

If possible try to set aside 2 hours for this exercise.
Exercise 1

IDENTIFY  WHO IS THE BRAND?

1  WHO ARE YOU?

In one sentence, how would you describe the brand?

What value do you provide your audience?

Who are your peers? What market/industry is the brand in?

2  WHAT IS OUR PERSONALITY & ATTRIBUTES?

Necessity >> ○ ○ ○ ○ ○ ○ ← Luxury
Expensive >> ○ ○ ○ ○ ○ ○ ← Economical
Light >> ○ ○ ○ ○ ○ ○ ← Serious
Formal >> ○ ○ ○ ○ ○ ○ ← Casual
Exotic >> ○ ○ ○ ○ ○ ○ ← Commonplace
Discreet >> ○ ○ ○ ○ ○ ○ ← Agressive
Hi-Tech >> ○ ○ ○ ○ ○ ○ ← Homemade
Modern >> ○ ○ ○ ○ ○ ○ ← Classic
Quiet >> ○ ○ ○ ○ ○ ○ ← Loud
Simple >> ○ ○ ○ ○ ○ ○ ← Complex
Subdued >> ○ ○ ○ ○ ○ ○ ← Bright
Black & White >> ○ ○ ○ ○ ○ ○ ← Colorful
Femanine >> ○ ○ ○ ○ ○ ○ ← Masculine

INTERNAL VS. EXTERNAL
Does your personality/attributes change according to your audience?

CURRENT BRAND VS. FUTURE BRAND
Is the personality/attributes of the brand now the same as those you aspire towards in the future?

CONSIDER...
Exercise 2

LEVEL SET WHERE ARE YOU NOW?

1. LOOKING INWARDS - HOW DO YOU SEE YOURSELVES?

We pride ourselves on being good at:  

☐ __________________________

☐ __________________________

☐ __________________________

☐ __________________________

We could improve at:

× __________________________

× __________________________

× __________________________

× __________________________

2. 5 THINGS GETTING IN YOUR WAY OF IMPROVEMENTS TODAY:

1. ______________________________________

2. ______________________________________

3. ______________________________________

4. ______________________________________

5. ______________________________________
3. LOOKING OUTWARDS - HOW DOES YOUR AUDIENCE SEE YOU?

The brand is really great at...

I wish the brand was better at...

AUDIENCE POV

How does your audience feel about you today? (Circle one)

Your ideal audience takeaway is:
IDENTIFY VISION  WHO DO YOU WANT TO BE?

1. IF YOUR BRAND WERE A ____

   ![Car](car)  you would be a ____________________________
   because ____________________________________________

   ![Music](music) you would be ____________________________
   because ____________________________________________

   ![Mobile Device](mobile-device) you would be ____________________________
   because ____________________________________________

   ![Superhero](superhero) you would be ____________________________
   because ____________________________________________
   and your super power is ____________________________

2. DEFINE YOUR ROLE MODELS:

   ____________________________ does a good job at
   1. ____________________________
   2. ____________________________
   3. ____________________________

   ____________________________ does a good job at
   1. ____________________________
   2. ____________________________
   3. ____________________________
PATH TO A SUCCESSFUL BRAND:
(actionable steps to reaching your goals)

1) Brand Vision:

Successful Brand

Today