



BRAND WORKSHOP

Pre-branding exercise

Consider your emotional connection with your own objects	
Pick 5 items that you own and write down your emotional connection with them. How do they make you feel? Safe? Hopeful? Cool? What do you like about their features?	
Product 1. Features and benefits Emotions	
Product 1. Features and benefits Emotions	
Product 3. Features and benefits Emotions	
Product 4. Features and benefits Emotions	



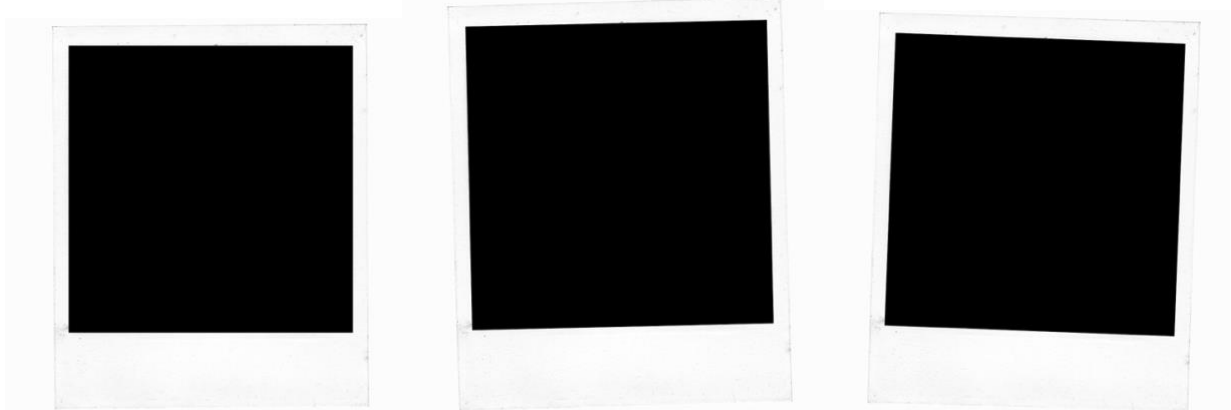
Product 5. Features and benefits Emotions	
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Now consider how you want your products to make your customers feel

Product 1	
Product 2	
Product 3	

Choose pictures to make a connection with your audience

Go to Pinterest or a royalty-free website, such as Pixabay, and make a gallery of images that you think would create a connection with your target audience





Your branding

Business name
We provide
Brand Values (What we care about as a business)
Example <ol style="list-style-type: none">1. Honesty2. Reliability
<ol style="list-style-type: none">1.2.3.4.5.
Your target audience
<ol style="list-style-type: none">1.2.3.



We are passionate about

Example

1. The environment
2. Design

- 1.
- 2.
- 3.
- 4.

The problem(s) that my business solve(s) is/are:

Brand colours

Colour		Hex code	#
Colour		Hex code	#
Colour		Hex code	#

Brand fonts

- 1.
- 2.
- 3.



Benefits	
Functional	What benefits your product features have. E.g. Your sweatshirt is easy to wash.
Emotional	What your product makes people feel. E.g. Your sweatshirt makes its wearer feel like they look edgy.
Self - expressive	What your customer thinks owning your product says about them E.g. Your sweatshirt makes its wearer feel as if people will see them as a trendsetter.
Positioning statement	
<p>This is a short phrase that describes what you do. It will be easiest to write it once you have all the information above. You will use this statement in all your communications This is not a slogan or mission statement.</p> <p>Example: For the denim wearer looking for a fashionable and durable pair of jeans, Levis is the original inventor of the blue jean and brings 150 years of manufacturing experience to every pair. Unlike other jean manufacturers, Levis adheres to a strong set of values: empathy, originality, integrity, and courage. – Levi Jeans</p>	