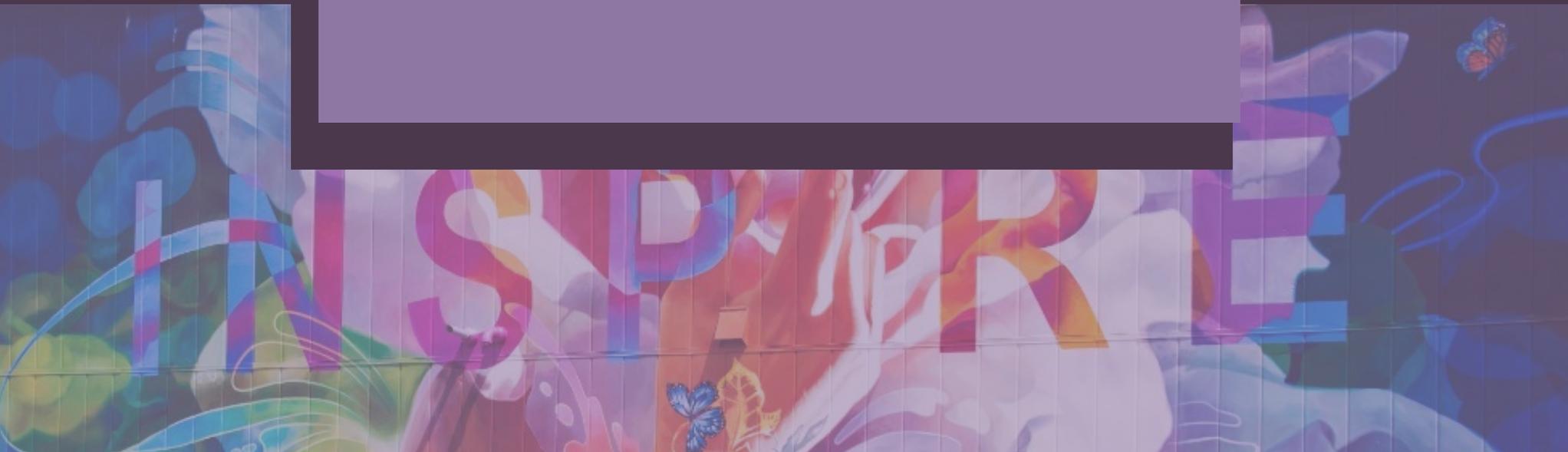




Finding Your Brand Purpose

Inspired Insights from **LRobInspires**



DOES YOUR BRAND TRULY CAPTURE YOUR PURPOSE?

INSPIRED INSIGHTS

5 purpose finding exercises

01 WHO ARE WE?

02 WE'RE THIS NOT THAT.

03 WHAT'S YOUR PERSONALITY?

04 WHAT SHOULD YOUR BRAND VOICE
SOUND LIKE?

05 VISUALIZE YOUR BRAND.

Who Are We?

The reality is, that even more important than a brand itself is the **Why** of that brand. Why do people love their brands? Why do they choose them above others? Why do they remain loyal over time? Is it the design, functionality, confidence in them, how they reward their customers, or what they stand for? This is where you need to start. Why are you here and what do you stand for?

Start by asking yourself, your team, loyal customers, and friends that know what's important to you and your business, to think of adjectives that describe what your brand should sound like. What it represents. How many people come up with similar words? That's important to note as the adjectives that bubble to the top or are repeated are the ones that people will choose to start believing in. Be sure to keep a copy of the words. You'll want to come back to them.

We're This Not That

You may want to roll your eyes with this exercise but believe it or not, it is extremely effective. **Think about your organization as if it were a person.** What should that person sound like? You start with who you know you want to be, then you ensure you know who you don't want to be. Fill in the blanks and let everyone add their words. The entire list is a great reminder of the culture you want to build and stand for

"We're _____ but we're not _____ "

Give me an adjective: [your company] is _____ .

And an adjective for: [your company] is NOT _____ .

Here are a few examples:

"We're driven, but not pushy."

"We're reliable, but not rigid."

"We're affordable but not poor quality."

"We're straightforward but not monotone."



What's Your Personality?

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First, it's important that you **look at this from your customer's perspective.** What kind of personality are they looking for? Then, you need to build the things you want to stand for and believe in on top of those expectations.

Now let's go back to that person you were envisioning:

What colors would that person like?

Are they introverts or extroverts?

How would they respond more to data and facts or stories and emotions?

How would others describe this person?



What Should Your Brand Voice Sound Like?

Now that you know what your brand represents and the personality you should convey to your audience, you need to think about how you should sound to achieve it. Maybe you want to be motivational? Maybe you want to be fun or inspiring? This is where you get to choose as many adjectives as possible for what your brand should sound like.



Visualize Your Brand

A brand isn't just represented through voice. It is also highly visual. You want to make sure your brand stands out amongst all the competition! Your brand identity includes a logo, brand colors, fonts, typography, imagery, photographs, and videos.

To start, think of the logos, colors, and fonts that are within your competitor's logos within your space. Below, *Prophet's Brand Relevance Index* reveals the top 50 brands ranked by U.S. Consumers. Think about which ones truly stand out. Why do they stand out? What's appealing and what would you prefer to avoid?



Have your team create/draw their own logo and choose colors based on all the previous exercises. Have them present their creations. Talk about what everyone has seen and if there is a design that speaks to the team. It's a great foundation to offer a brand firm to help you finalize your logo, color palette, and visual elements.

Next Step?

ACTIVATE YOUR BRAND!

You're ready to build your brand voice, personality, and design and share it with the world!
Now it's time to think about your next steps:

How will you launch your brand?
How do you integrate it across all communication channels?
How do you share your voice, personality, and new look to the world?

LRobInspires is here to help. This is what we do for all sorts of brands every day. Reach out.
We'll either make a plan for you or offer consultation.

Let's go!

