

An accompanying worksheet designed to work with the content provided in Differentiate to Dominate.

CREATE YOUR BRAND PROMISE

Your brand promise is a high overarching statement that you make to customers. It identifies what they should expect from all interactions with your staff, products, services and company.

In a nutshell, it's the shortest and simplest way to tell the world what you do and the value you deliver. It drives many internal aspects of your business and also informs your marketing.

It represents everything your company stands for in a nutshell, and when you nail it, it goes beyond the rational benefits that managed to attract customers in the past, and extols a higher-order emotional reward.

A Brand Promise:

- Is not a slogan, or advertising headline.
- Is not, by definition, a public statement (though it can be as long as your brand truly lives up to it).

Today's customers want immediate value and will go elsewhere if you can't provide it, and a purposeful brand promise plays an important role in communicating the value you offer.

A strong Brand Promise:

- Drives new attitudes and behaviors across your team.
- Evolves your marketing and advertising.
- Inspires new product development.
- Makes your workplace more humane, more respectful, and more productive.

Below are some Brand Promise examples to inspire you as you work on yours.



More fashion choices that are good for people, the planet and your wallet.



To bring inspiration and innovation to every athlete* in the world.



The highest quality of innovative service at excellent value for money for all classes of air travellers.



To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.



15 minutes or less can save you 15% or more on car insurance.



To be genuine, fun, contemporary, and different in everything we do at a reasonable price.



Quiet luxury. Crafted experiences. Intuitive service.



When it absolutely, positively has to be there overnight

To begin the Brand Promise exercise you're going to:

- 1) Write down 7 to 10 one or two-word answers to the question "What do you want your customers and employees to say about your brand?"
- 2) Then find substitutes for your answers.

Your answers might look like this;

- | | |
|-------------------------|--|
| Service oriented | - Customer focused, quick, attentive |
| Innovative | - Inventive, cutting edge, smart, state-of-the-art |
| Collaborative | - Cooperative, synergistic, united |
| Determined | - Decisive, purposeful, earnest |
| Curious | - Inquisitive, analytical, interested |
| Committed | - Devoted, faithful, enthusiastic |
| Helpful | - Supportive, friendly, generous |
| Trusted | - Dependable, credible, loyal |
| Partnership | - Alliance, connecting, league |
| Safe | - Secure, guarded, sheltered |
| Philanthropic | - Altruistic, benevolent, openhanded |

You may find it helpful to use a thesaurus for this exercise.

Next, spend some time using the following formula and answer the two questions.

We do/Promise.....? For who.....?

This process is designed to connect you and your community. Spend some time working on your answer below.

We do/Promise

For who

Now you can begin to finesse your Brand Promise. While your first few attempts may feel a little awkward or stiff, in time you can finesse it or workshop it with a writer or a friend who is good with words and knows your business. Use the space below to create your brand Promise.

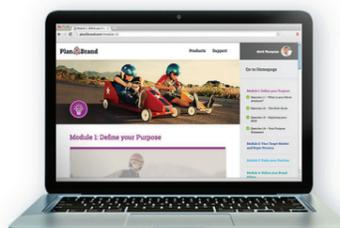
My Brand Promise



A Strategic Marketing and Design company helping entrepreneurs think, act and grow like a brand.

Creators of Plan2Brand >>>>

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Plan2Brand

A comprehensive self-discovery eTool that expands on the concepts in 'Differentiate to Dominate'. Stand apart from your competitors by crafting your brand strategy roadmap – visit:

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