

Module 4: Building your Brand and Value: Handout

1. What is a brand and why it is important?



Think carefully about how you have heard about these brands, especially the ones you like.

1. *What methods have they used to communicate with you?*

2. *What made you buy their products the very first time?*

CONSIDER. Do you think that these messages were targeted towards you? (age, likes/dislikes, family position, beliefs, values, income, sex, location etc). For example,

- a. The time an advert appeared on TV, the music they used etc
- b. The paper or magazine the advert appeared in
- c. The language and imagery that they used
- d. The event they sponsored
- e. The position of their poster (billboard, back of door, post office etc)
- f. The type of special offer

Creating your USP

1: Describe Your Target Audience

2: Explain the Problem You Solve from your client's perspective

3: List the Biggest Distinctive Benefits (compared to your competition)

4: Define Your Promise/ pledge to your clients

5: Combine and Rework - *Once you've completed steps 1-4, take all of the information you listed and combine it into one paragraph.*

6: Cut it down to 1 sentence

Brand Association

Name 5 brands that you 'like' (List the words you associate with them?)

e.g. AppleMacStylish, reliable, unique, colourful, expensive

- 1.
- 2.
- 3.
- 4.
- 5.

Name 5 brands that you 'dislike' (List the words you associate with them?)

- 1.
- 2.
- 3.
- 4.
- 5.

My Value Proposition

My target customers are : _____

They are dissatisfied with/ cannot get: _____

The really want: _____

Our solution provides: _____

Better than: _____

The Power if a Brand!

Complete these well-known tag lines with the brand name and mark 'yes' or 'no' to indicate whether you have every bought or used their products.

- And all because the lady loves _____
- Every little help's _____
- Because I'm worth it _____
- It's a bit of an animal _____
- Beanz meanz _____
- My mate _____ (love it or hate it)
- Melt in your mouth not in your hands _____
- Save money live better _____
- Just do it! _____
- Think different _____
- "They're grrrreat" _____
- "I'd rather have a bowl of _____"
- "A _____ a day helps you work rest and play"
- "Maybe she's born with it? maybe its _____"
- "I'M LOVIN' IT!" - _____
- Connecting people _____

- The happiest place on earth _____
- "Thank _____ it's Friday"
- "You're not you when you're hungry" _____
- Once you pop you just can't stop _____

