

Brand Heart

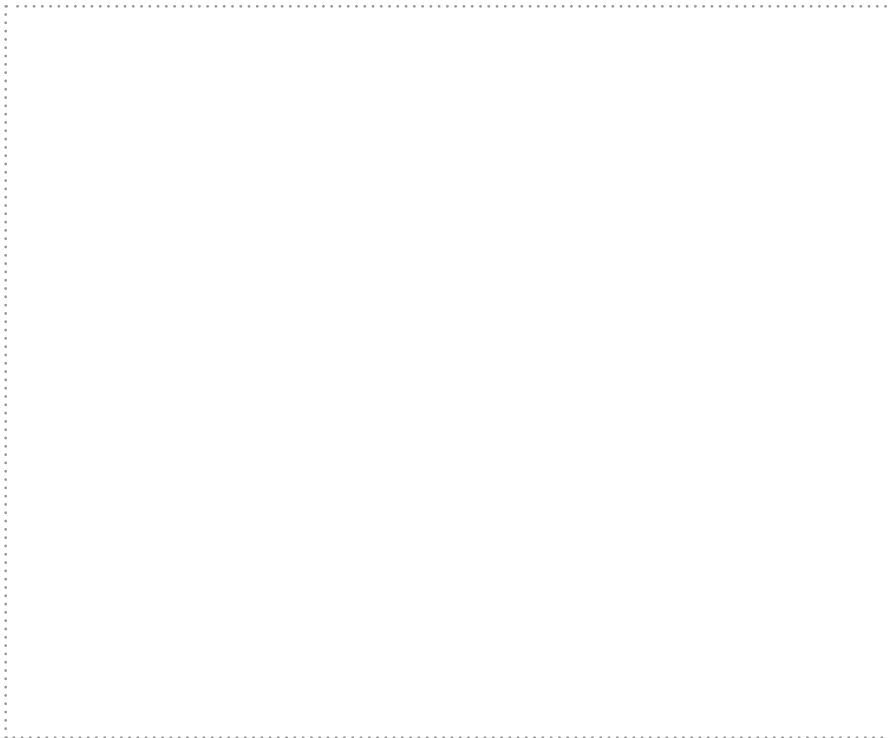
Workbook



Identify your purpose, vision, mission, and values
to build a brand with a strong foundation.

Purpose

➔ Why do we exist?



Examples

Branding Africa

Helping African Businesses Develop and Grow Great Brands.

Starbuck

To Inspire and nurtur the human spirit one person, one cup and one neighborhood at a time.

Dove

To help women everywhere develop a positive relationship with the way they look, helping them realize their full potential.

Apple

To Challenge the status quo.
To think differently.

Coca-Cola

To refresh the world and inspire moments of optimism and happiness

Facebook

To give people the power to build community so that we can bring the world closer together.

Vision

- ➔ What future do we want to help create?
What does the future look like?

Examples

Macdonald

To be the world's best quick service restaurant experience

Linkedin

Create economic opportunity for every member of the global workforce

Disney

To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Nike

To bring inspiration to every athlete in the world

Coca-Cola

To refresh the world and inspire moments of optimism and happiness

Facebook

Connect with friend and the world around you on Facebook

Mission

- ➔ What are we here to do?
How do we create that future?
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Examples

Tesla

To accelerate the world's transition to sustainable energy.

TED

Spread ideas

LinkedIn

To connect the world's professionals to make them more productive and successful.

PayPal

To build the web's most convenient, secure, cost-effective payment solution.

Disney

To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Google

To organize the world's information and make it universally accessible and useful.

Values

➔ How will we conduct ourselves in support and pursuit of our mission, vision, and purpose?

You can include as many as you like, but 3-5 is a healthy start.

Examples

Google

- Focus on the user and all else will follow.
- It's best to do one thing really, really well.
- Fast is better than slow.
- You don't need to be at your desk to need an answer.
- You can make money without doing evil.
- There's always more information out there.
- You can be serious without a suit.
- Great just isn't good enough.

Coca-Cola

- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real
- **Accountability:** If it is to be, it's up to me
- **Quality:** What we do, we do well

Starbucks Coffee

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.

Accenture

- Stewardship
- The Best People
- Client Value Creation
- One Global Network
- Respect for the Individual
- Integrity

Adobe

- Genuine.
- Exceptional.
- Innovative.
- Involved.