

Brand Pyramid Exercise

Branding Strategies with Terry Lee Stone

BRAND NAME: _____

TARGET AUDIENCE: 20-something college students

STRATEGIC GOAL: Increase acceptance and purchase of this Brand with the Target Audience

1. Brand Essence:

(What does this Brand Idea?)

2. Brand/Product Persona:

(What about the Brand's Personality & Values will appeal to the Target Audience?):

3. Emotional Benefits:

(What Emotional Rewards would this Brand give the Target Audience?)

4. Functional Benefits

(What are the Logical Benefits for the Target Audience?):

5. Features & Attributes:

(What will be most important to tell the Target Audience about?)

6. Brand/Consumer Insights:

(What mindsets, motivations, desires, needs can this Brand satisfy for the Target?)

7. Reason to Believe:

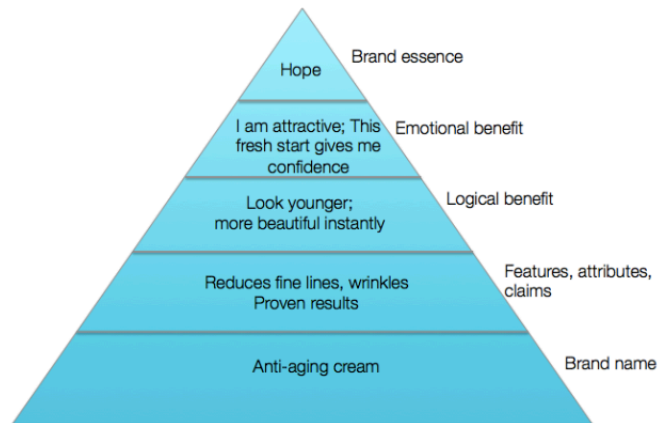
(Why will the Target Audience connect to this Brand?)

8. Preliminary Brand Strategy:

(What strategy do you think will accomplish the goal?)



Brand Pyramid Examples:



Nokia brand ~ Pyramid



BRAND PYRAMID

