DESIGNING STORY IN A DIGITAL WORLD:
Brand Brief

In order to understand the story elements that bring about a successful product launch, it is critical that you first understand the company brand. This Brand Brief will help you get to better know your company of choice (Nike or Bare Escentuals). **Complete and bring the brief to the first day of class.**

BRAND

BRAND AUDIT

What does your brand stand for? What is its purpose in the world? Look at your company's mission and vision statements.

What is your brand's point of differentiation relative to competition? What makes it unique?

Describe your brand's personality (set of human characteristics associated with the brand)? Is it innovative like Apple or elegant like Tiffany's?

BRAND IMAGE — IDENTITY GAP

A brand's internal perspective is often disconnected from how outside individuals and customers see the brand. This Brand Image – Identity Gap will allow you to gain insight into external (i.e. users of the brand) and internal (i.e. employees) brand perspectives to give you a better understanding of the current perceptions of the brand.

Brand Image: Set of associations the user has with the brand | **Brand Identity:** Set of aspirational associations the brand would like to have with its brand

STEP ONE: Talk to a minimum of 5 employees (e.g. visit a retail location) and 5 customers. Aim for at least a 5 minute conversation with each individual to learn their perceptions and experiences with the brand. What five words come to mind when they think of the brand?

Tip: If you can't get a hold of 5 employees, look to other sources for insights into the brand's identity (e.g. the company's mission, vision, and history statements on its website and other owned media channels). If you struggle to find 5 live customers, check out consumer review websites or explore what fans are saying on the company's social platforms. Look out for compelling customer stories that describe brand image.

STEP TWO: Identify the image-identity gap(s):

What is your brand's identity?

What is your brand's image?

Where are the gaps?

1)

2)

3)

STEP THREE: Based on the image–identity gap analysis, what is one recommendation that can help management diminish this gap? How can you measure this goal?