

The 3-Brand Model

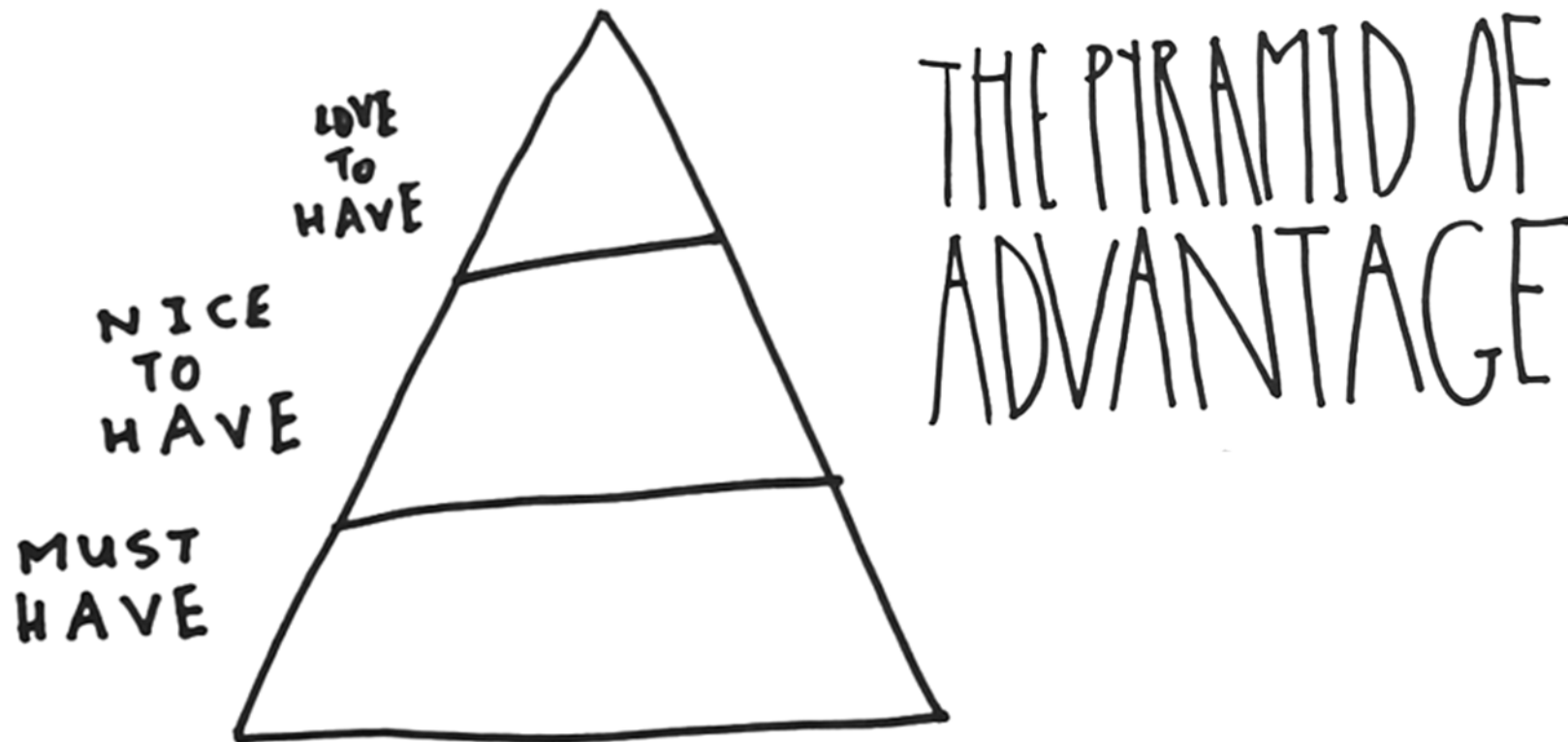
STUDENT ACTION: WRITE 3 EXAMPLES FOR EACH TYPE OF BRAND



Examples	Examples	Examples
_____	_____	_____
_____	_____	_____
_____	_____	_____

Model 1: Product-Centric

STUDENT ACTION: PUT 2-3 ATTRIBUTES IN EACH LEVEL OF THE PYRAMID



Model 2: Customer-Centric

STUDENT ACTION: WRITE DOWN A PERSONA FOR YOUR BRAND

<u>NAME/LABEL</u>	
	<u>NEEDS</u>
	<u>PAINPOINTS</u>
	<u>BEHAVIORS</u>
	<u>CONTEXTS</u>
<u>GOAL</u> ———	
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Model 3: Vision-Centric

STUDENT ACTION: ANSWER THE 5 QUESTIONS

5 QUESTIONS FOR YOUR BRAIN

1. WHAT ARE YOU DOING WHEN YOU COME ALIVE?
2. WHAT DOES THE WORLD ASK OF YOU?
3. WHAT DO YOU KNOW THAT YOUR CUSTOMERS DON'T KNOW THAT WOULD CHANGE THEIR LIVES?
4. WHAT CAN YOU DO THAT OTHERS CAN'T?
5. WHAT DO YOU DO THAT OTHERS DON'T?

Brand-on-a-Page

STUDENT ACTION: FILL OUT YOUR BRAND-ON-A-PAGE

THEM

PERSONA

INSIGHT

VISION

MISSION

PROMISE

PROBLEM

TONE

-
-
-

VALUES

-
-
-

ENEMIES

-
-
-

YOU

FEATURES

BELIEF