

Literal Branding Exercise

[Client or Project Name]

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Summary

At **Brand Voyagers**, we believe that a strong brand platform starts with clarity. Before diving into creative storytelling or abstract concepts, it's important to define what your company actually does in the simplest terms. This is the foundation upon which you can build a compelling, emotional brand narrative that resonates with your audience.

The purpose of this worksheet is to help you, as a company or organization, navigate the process of developing your brand platform. By working through these exercises, you'll clarify your core offering, translate it into a literal message, and then build a creative platform that inspires and connects with your target audience.

Why This Matters:

- **Clarity:** Ensures that your audience immediately understands what you offer.
- **Inspiration:** Elevates your brand from just a functional entity to an emotionally engaging one.
- **Differentiation:** Positions your brand uniquely in the market, combining functionality with creativity.

How to Use This Worksheet:

1. **Start with the Basics:** Answer the questions to define your literal offering.
2. **Explore Your Creative Potential:** Think about how you can inspire your audience using the foundation you've built.
3. **Develop Your Hybrid Platform:** Merge the literal and inspirational elements to create a brand platform that resonates.

Step 1: Define Your Literal Offering

The first step in creating a strong brand platform is to clarify what your company does. This means stripping away any abstract language or industry jargon and focusing on the core product or service you provide.

Questions:

1. **What product or service do you offer?**

(Example: "We sell athletic apparel.")

○ Answer: _____

2. **What problem do you solve for your customers?**

(Example: "We provide comfortable, bold clothing for fitness enthusiasts.")

○ Answer: _____

3. **How would you describe your company to someone unfamiliar with your industry?**

(Example: "We make eye-catching workout clothes.")

○ Answer: _____

4. **If you had to describe your company in one sentence, what would you say?**

(Example: "We sell comfortable, bold athletic apparel.")

○ Answer: _____

Exercise:

Take your answers from the questions above and create a **Literal Brand Statement**. This should be a simple, straightforward explanation of what your company does.

Literal Brand Statement:

"We _____."

Step 2: Explore Your Creative Potential

Now that you have a clear understanding of your literal offering, it's time to think about how you can build a creative platform around it. This is where you inject personality, emotion, and inspiration into your brand.

Questions:

- 1. What emotions do you want your brand to evoke in your audience?**
(Example: "Confidence, boldness, and individuality.")
 - Answer: _____
- 2. What higher purpose or vision does your brand serve?**
(Example: "Encouraging people to express their unique style while staying active.")
 - Answer: _____
- 3. What makes your brand different from competitors?**
(Example: "We focus on bold, expressive designs that stand out in the fitness world.")
 - Answer: _____
- 4. What story do you want to tell through your brand?**
(Example: "We help people break away from the ordinary and embrace their individuality.")
 - Answer: _____

Exercise:

Using your answers, create an **Inspirational Brand Statement**. This should be an emotionally engaging message that connects with your audience on a deeper level.

Inspirational Brand Statement:

"We believe _____."

Step 3: Create Your Hybrid Brand Platform

The final step is to merge the clarity of your literal brand statement with the emotional appeal of your inspirational brand statement. This hybrid approach will ensure that your audience both understands what you offer and feels inspired by your brand.

Questions:

1. **How can you combine the literal truth of what you do with the emotional appeal of your brand?**

(Example: "We create bold, comfortable athletic wear that helps people express their unique style while staying active.")

○ Answer: _____

2. **What are the key elements from both your literal and inspirational statements that should be reflected in your brand messaging?**

(Example: "Boldness, comfort, individuality, and active lifestyle.")

○ Answer: _____

3. **How can you ensure that your messaging is both clear and inspiring?**

(Example: "We will emphasize the unique designs while clearly stating that we make athletic wear.")

○ Answer: _____

Exercise:

Using your insights, develop your **Hybrid Brand Platform**. This should be a concise statement that combines the clarity of your literal offering with the inspiration of your brand vision.

Hybrid Brand Platform:

"We create _____ that
_____."

Step 4: Test and Refine Your Brand Platform

Now that you've developed your hybrid brand platform, it's time to test it. Share it with your team, customers, or target audience to gather feedback. Does it clearly communicate what you do? Does it resonate emotionally?

Questions:

1. **What feedback have you received?**

(Example: "People understand that we make athletic wear, but they want to hear more about the bold designs.")

○ Answer: _____

2. **How can you refine your message to be even clearer and more engaging?**

(Example: "We'll emphasize our unique designs in the first part of our brand statement.")

○ Answer: _____

3. **What adjustments can you make to ensure your brand platform resonates with your audience?**

(Example: "We'll include testimonials from customers who love our designs.")

○ Answer: _____

Final Exercise:

Refine your hybrid brand platform based on feedback, ensuring that it strikes the perfect balance between clarity and inspiration.

Final Hybrid Brand Platform:

"We create _____ that
_____."

Building Your Brand's Future

By working through this worksheet, you've taken important steps toward developing a brand platform that is both clear and inspiring. Remember, the key to effective branding is balancing your literal offering with creative storytelling that resonates with your audience. At Brand Voyagers, we're here to help guide you through this journey, ensuring that your brand stands out and connects meaningfully with those you serve.