

YourBrand™

What we hope to achieve

- Describe a language to articulate your brand's immediate and projected reality
- Articulate a system to help you determine a direction relative to your market
- Find the right access codes to your market

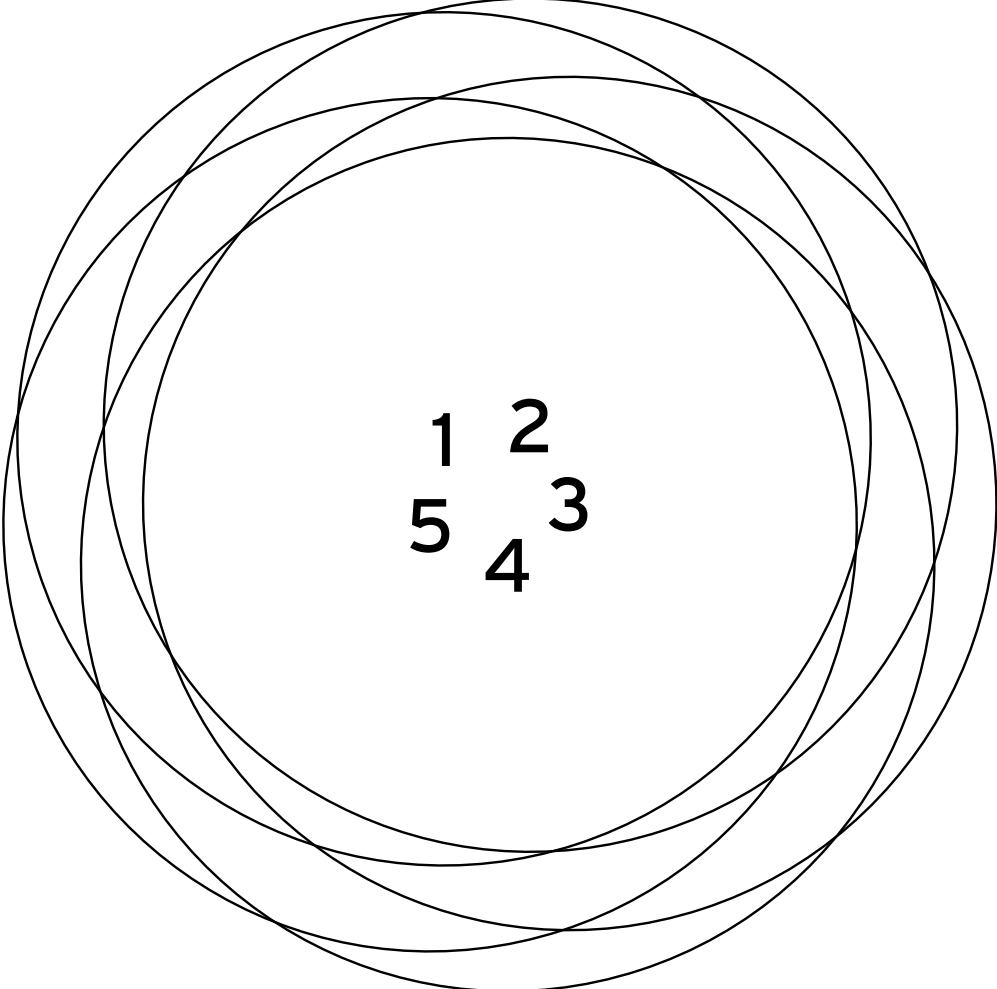


Your Brand

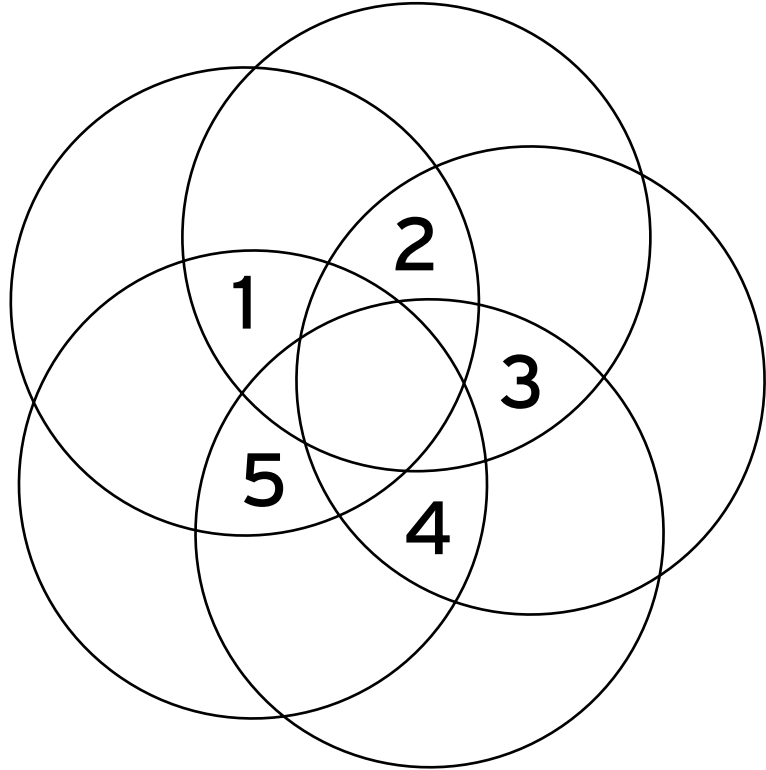
- The total experience of your brand
- This includes every aspect of your brand
 - hard & soft
 - tangible & intangible
 - articulated & non-articulated

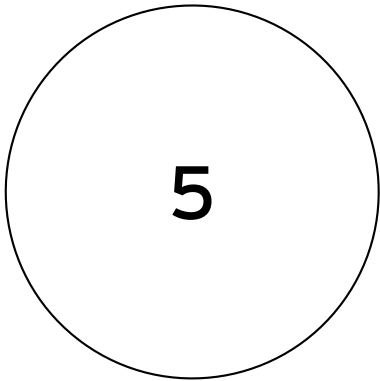
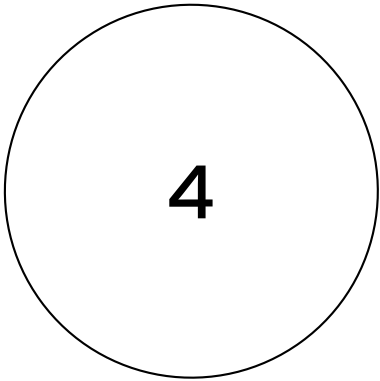
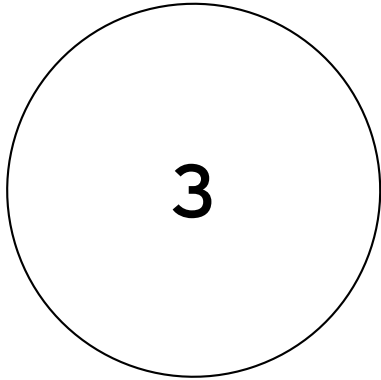
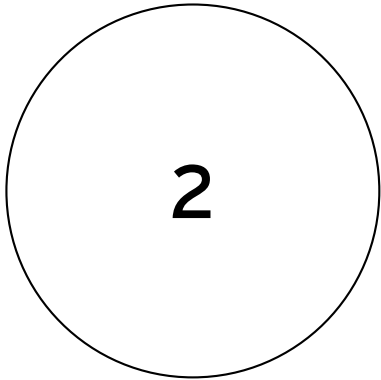
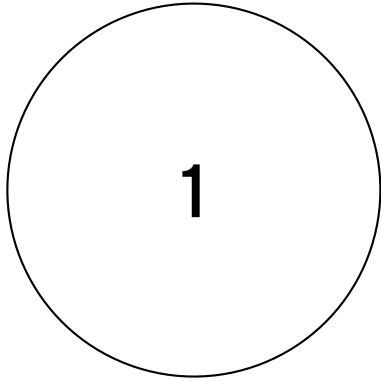


Your Brand



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5 3
4





- ① Physical
- ② Social
- ③ Emotional
- ④ Intellectual
- ⑤ Spiritual

① Physical

- How does your brand manifest itself tangibly?
- What does the consumer have of your brand in their physical space with which to interact?
- What then is the, texture, colour, and shape of your brand?
- How is your brand 'handled'?
- How does the physical manifestation trigger the non-physical manifestations of your brand?

Examples

② Social

- What is the social reality of your brand?
- How is your brand perceived by social groups?
- How do people behave as a result of having contact with your brand?

Internally - your employees

Externally - consumers

Examples

③ Emotional

- What of your brand articulates how people feel?
- How does your brand affect individual and group feelings?
- What sensations experiences develop as a consequence of your brand?

Examples

④ Intellectual

- What do people think of your brand?
- How can your brand be used to articulate thought lead notions?

Examples

⑤ Spiritual

- Attributes:
 - Alignment: How do people align themselves relative to your brand? How do they configure themselves in response to your brand?
 - Attitude: What is your brand's attitude and how does this impact on people's attitudes?
- What is the visual held in the mind's eye that gives people an overall sense of your brand?
- How does this alignment determine how they think and feel about your brand? And as a consequence determine collective (market) responses to your brand?
- Where is your brand's centre of gravity?

Examples

**How do we find further reference
points within these spaces?**

Intangible

Tangible

Thinking

Feeling

Intangible

Thinking

Feeling

Tangible

Intangible

Intellect

Emotion

Thinking

Feeling

Tangible

**Using this framework we can
measure thinking and feeling,
within a social space,
to understand the emotional
and intellectual value in order
to grasp the spirit of your brand**

**This overall experience of your brand
can be mapped visually**

Questions & answers

- Questions designed to quantify each area and mapped using YourBrand™ visualising system

Intangible

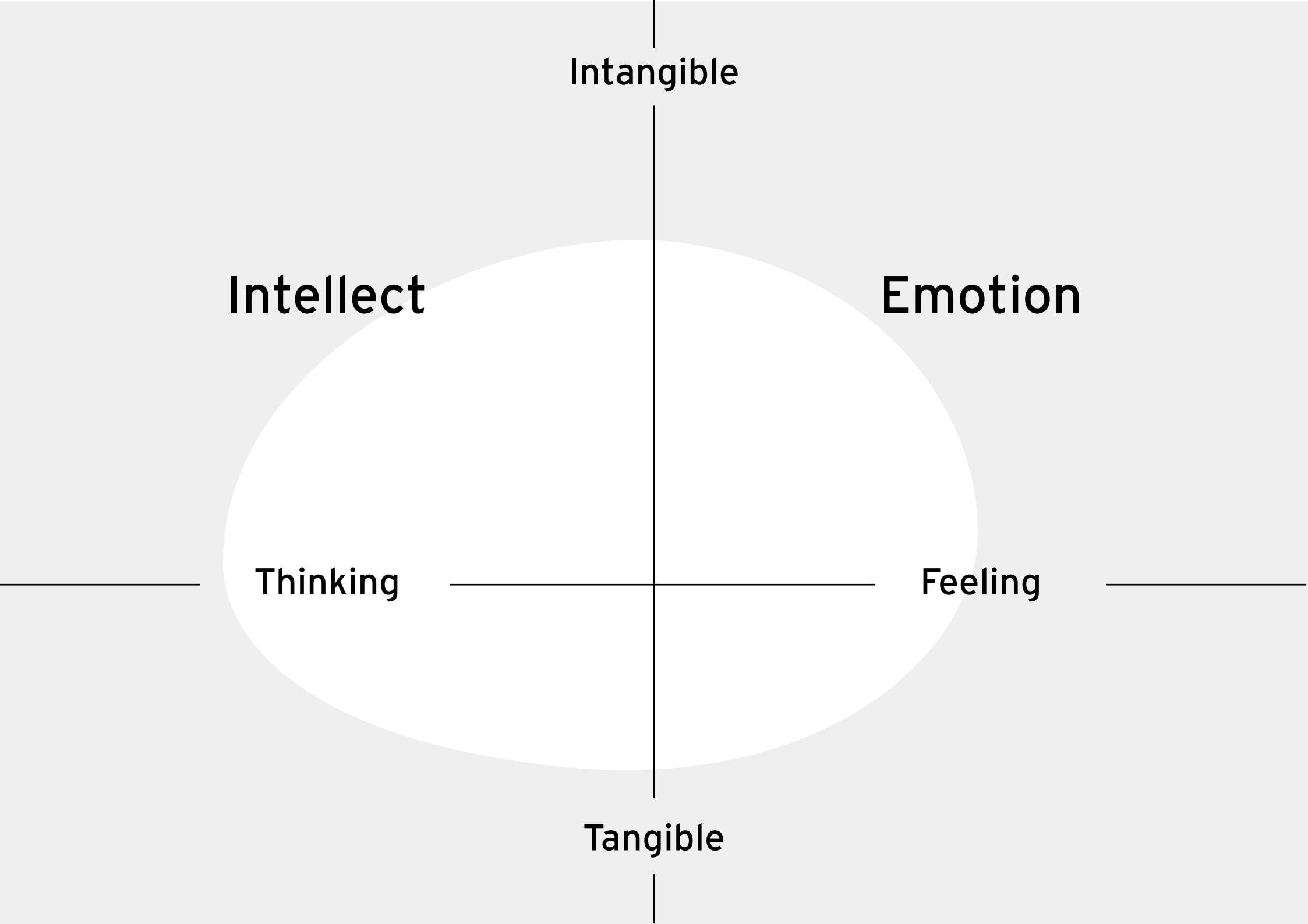
Intellect

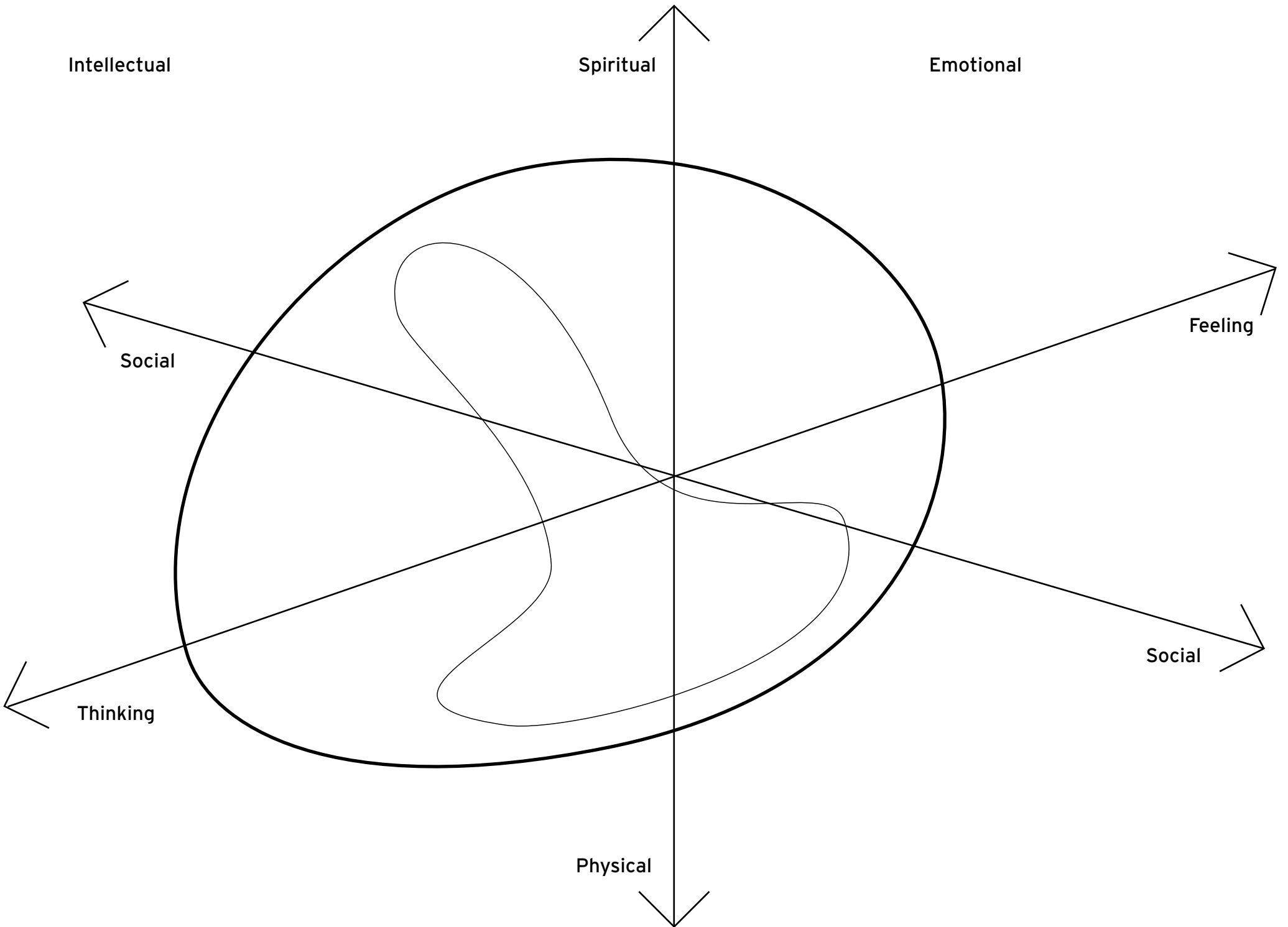
Emotion

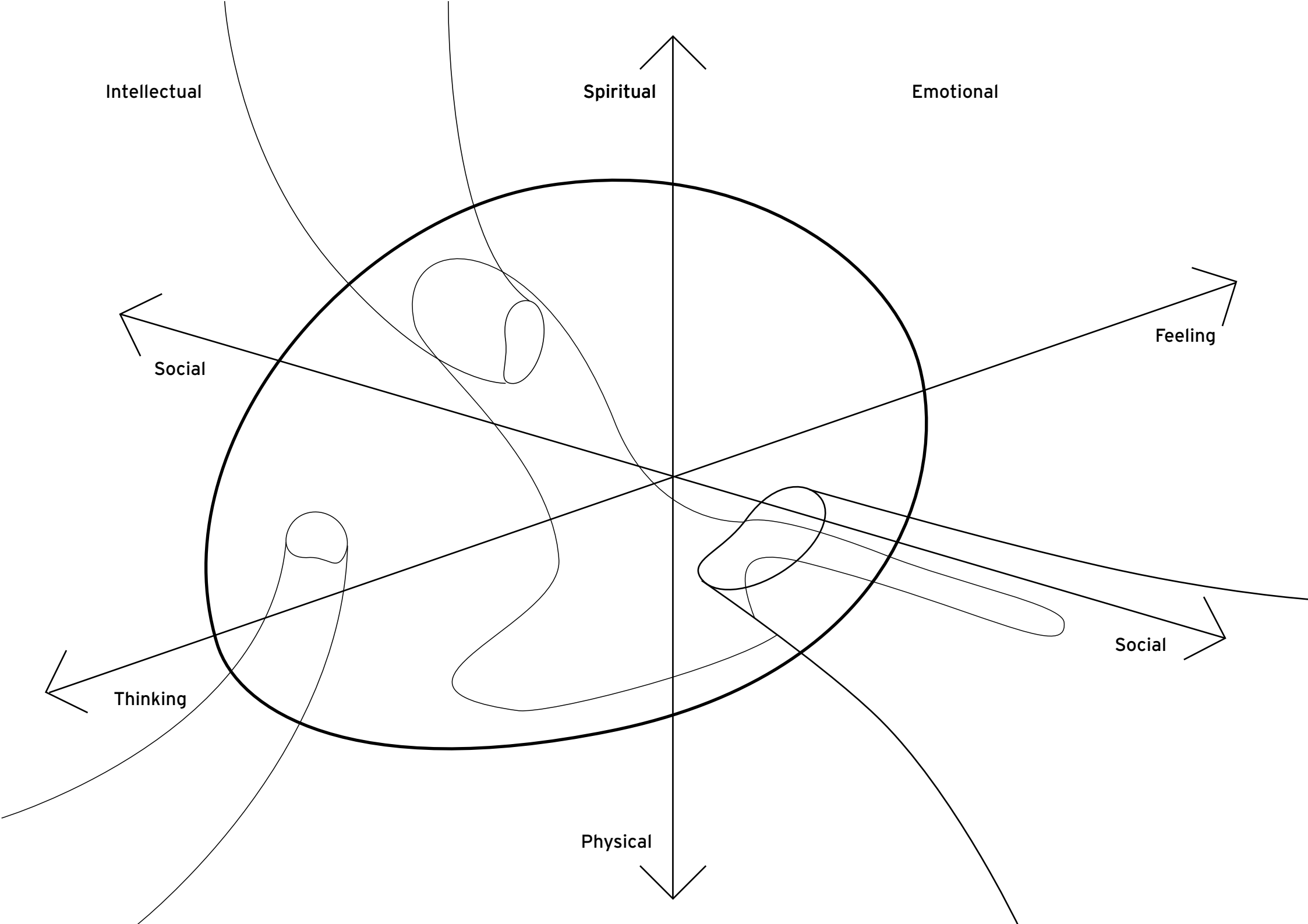
Thinking

Feeling

Tangible







Intellectual

Spiritual

Emotional

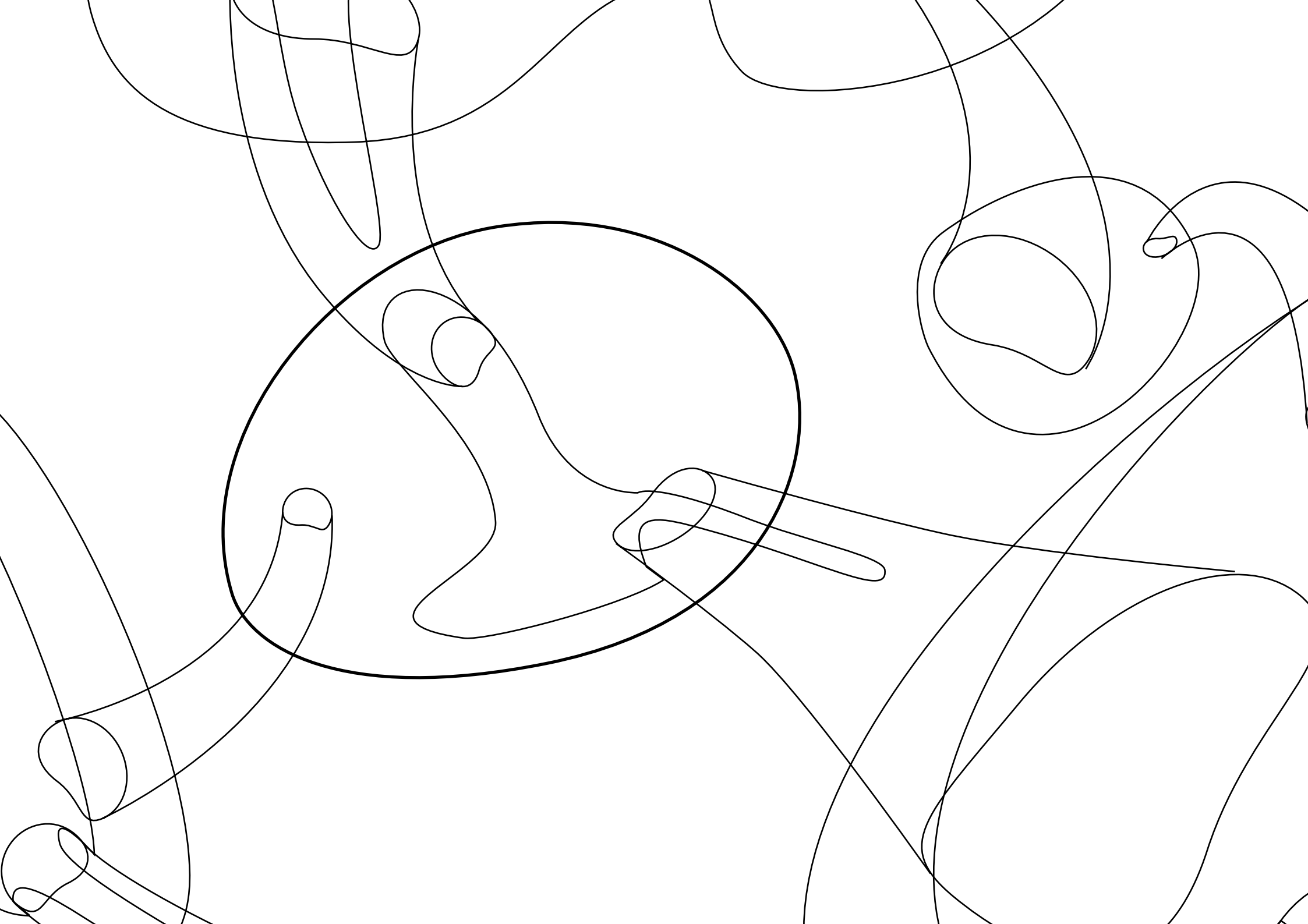
Feeling

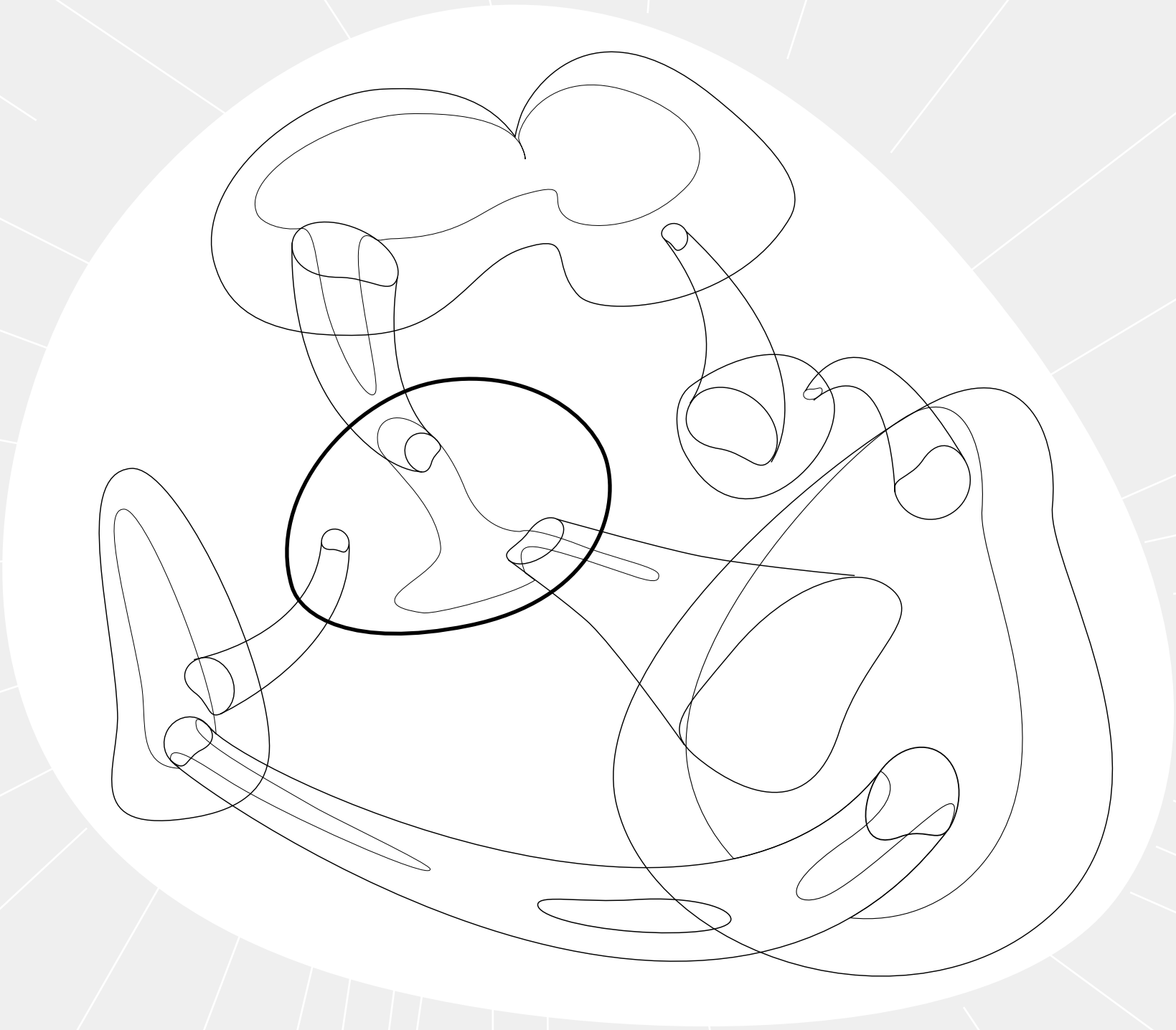
Social

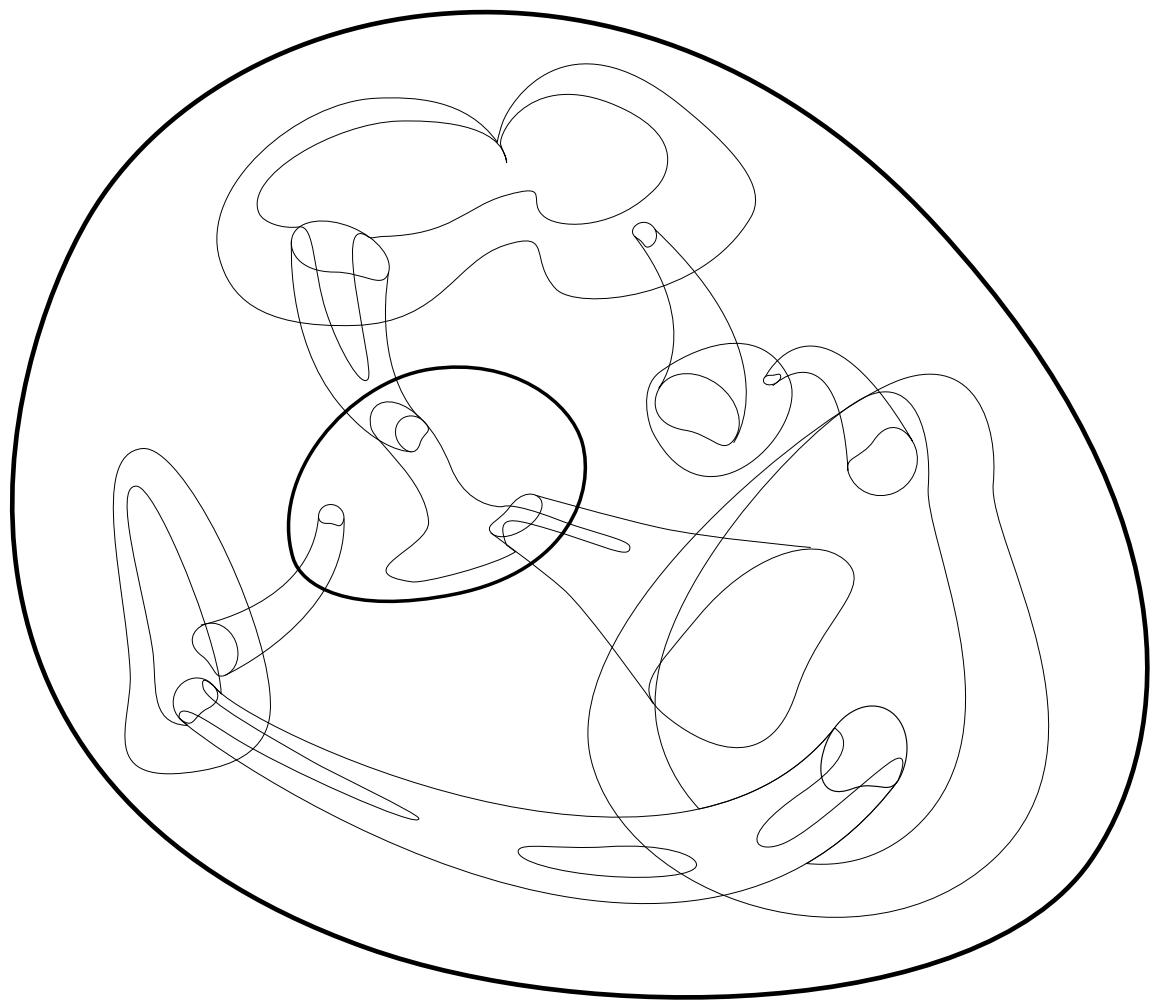
Social

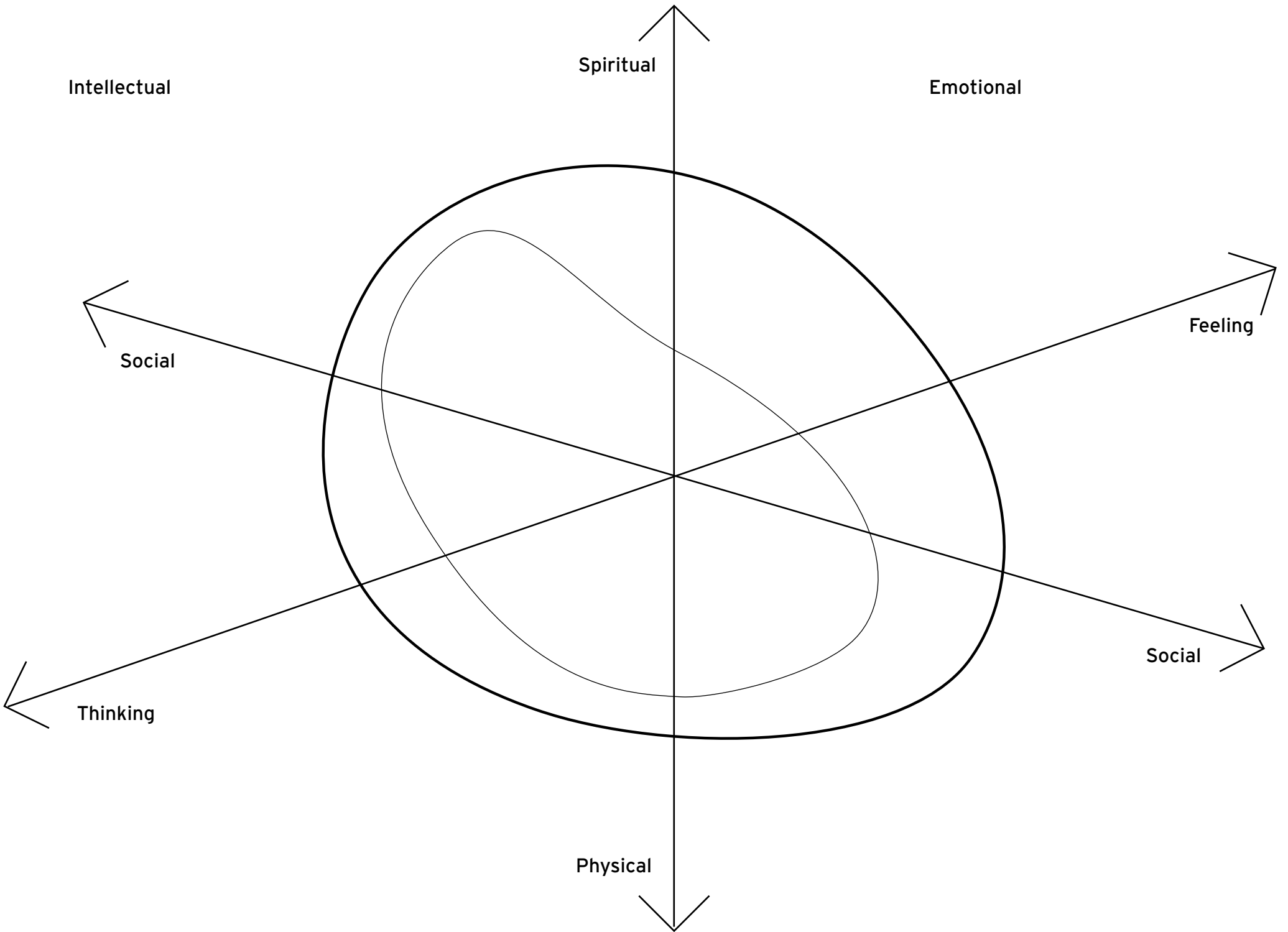
Thinking

Physical









Intangible

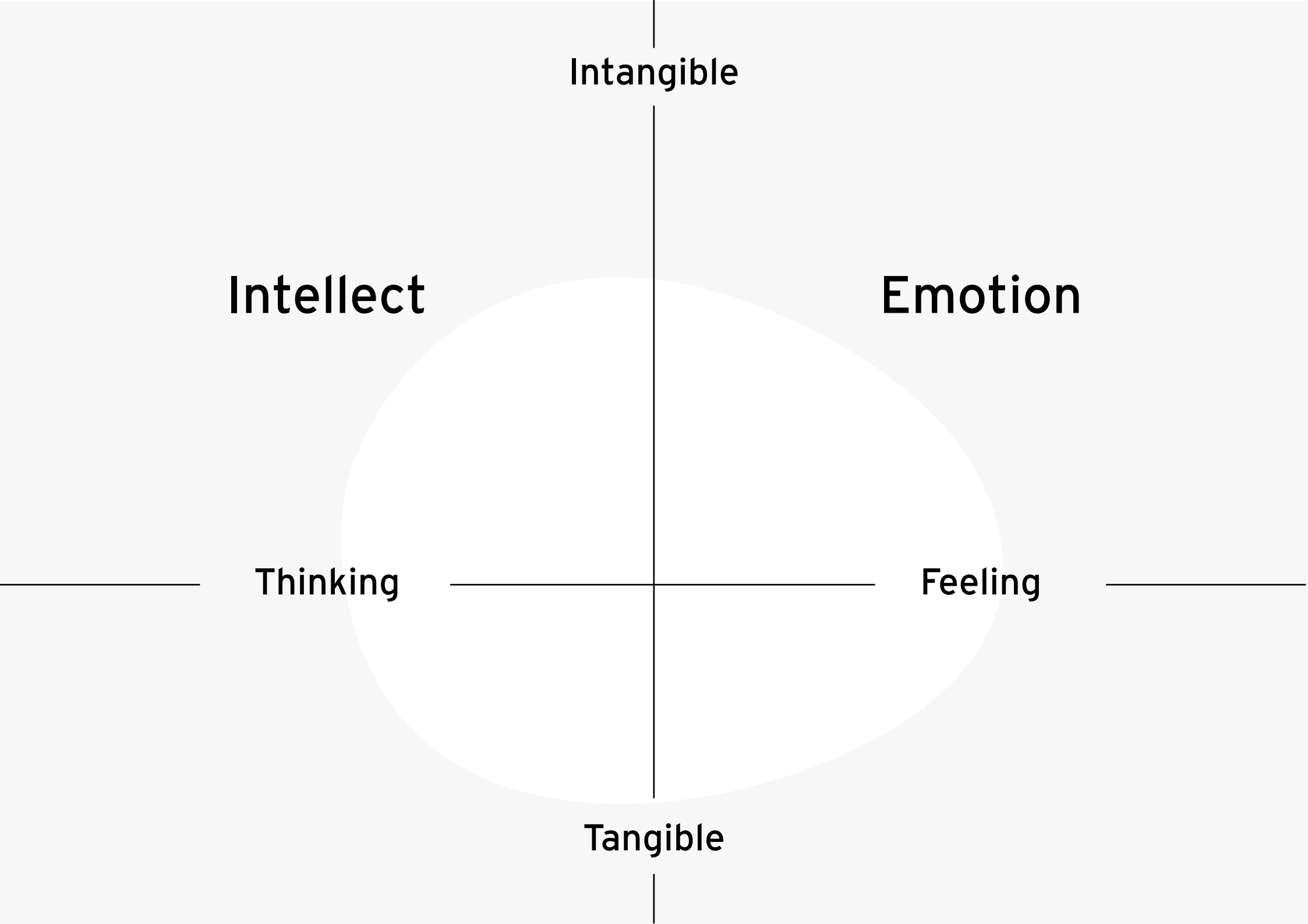
Intellect

Emotion

Thinking

Feeling

Tangible



**This model works on an individual
and collective scale**

**It aims to understand how brands
exist relative to their markets**

Its a method you can use to grasp

YourBrand™