



the  
**brand  
experience**

a pro guide to branding, finding your  
essence and building a brand that has  
your voice and is all about engagement

# what is branding?

what people  
*feel + think + say*  
about your  
“product or service”  
established through all  
encounters + experiences  
that then transfer into  
perceptions

INGREDIENTS TO A  
**BRAND**

A NAME + A MESSAGE + A SYMBOL  
A COLOR + A BELIEF + A METHOD  
A STATEMENT + A MISSION + A FEELING

## So, why does it matter?

Because branding is about establishing your voice in the marketplace and an opportunity to make an impact and stand out from all others. It's about doing things right, whether you're just starting out or have been in business for years, branding is about figuring out your essence in order to bring in more clients, investors, audience, or followers. It's about making a brand that is lasting, that makes an impact in order to build a relationship with customers. You might be the best at what you do. *You* know it. But do *they*? Branding is your opportunity to let them know how amazing you really are. So, are you ready to take your brand to the next level?

*are you ready? let's get started*



# part 1 what's your story?

The first step of The Brand Experience is identifying what your story is. Your story is the base of everything that matters. Understanding your story will guide you in knowing where you came from and where you're going. It's made up of all that you are, and all that you do. Your story is the people, places and ideas that your brand thrives on. It's the foundation of your brand and a strategy for future growth. So to determine your story, start by digging deep and answering questions:

*what's your history?  
what inspired your business?  
what's your reason for being?  
how has your brand evolved?*

how did your company come to be? what happened?  
what brought you here?  
what's your purpose? why is it important to you?  
what has your growth been like?

Once you have determined your story, the next step is to write a mission and vision statement that will determine your purpose and direction in the years to come for your company.

## defining a mission statement

A mission statement defines what an organization is, why it exists and its reason for being. It's a declaration of core purpose and focus and separates what's important from what's not, communicating a sense of direction.

steps to writing  
a great mission  
statement:

**01**  
what do we do?

**02**  
how do we do it?

**03**  
whom do we do it for?

**04**  
what value are we bringing?



# part 1 what's your story?

## defining a vision statement

A vision statement is an aspirational description of what you would like to achieve or accomplish in the future. It's a road map that serves as a tool for decision-making. It provides inspiration to what you are focused on achieving.

steps to writing  
a great vision  
statement:

**01**  
focus area

**02**  
how we provide  
value

**03**  
to whom is  
it directed?

**04**  
goal

### examples of mission statements:



To bring inspiration and innovation to every athlete in the world.



To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time



To be the most customer-centric company in the world, where people can find and discover anything they want to buy online.



Google's mission is to organize the world's information and make it universally accessible and useful

### examples of vision statements:



Our vision is to provide experiences for our customers and partners, across all of their interactions with Microsoft, that they value and recognize, and enable them to realize their full potential.



At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.



To be the company that best understands and satisfies the product, service and self-fulfillment needs of women—globally



Maximizing return to share owners while being mindful of our overall responsibilities. Being a great place to work where people are inspired to be the best they can be. Offering the world a portfolio of drinks brands that anticipate and satisfy people's desires and needs