

## WORKSHEET

# Brand promise



Brand purpose is emerging as one of the drivers of customer engagement. Increasingly, people are making decisions based on an emotional connection to a particular brand. Reinforcing your brand through a circular innovation strategy is one way to build customer loyalty, but finding the right messaging is key. What are the underlying benefits to customers which can drive their emotional response and attachment?

### STEPS

- 1** Use the Brand Template to create or review your brand promise. This will help you think about how you engage customers emotionally. What does your brand promise to do for your customers that differentiates it from anything else out there?
- 2** Next list out what your customers value, e.g. convenience, status, being the first, etc.
- 3** Then write down your circular opportunity or concept. Ask yourself, based on your brand promise and your customer's values, how should this initiative make them feel? What are emotional qualities that your product brings when they buy or use it? (For example, do they want to feel empowered, safe, altruistic, inspired, etc.?)
- 4** Next, capture the message that would appeal to your audience for them to feel invested in this concept. What matters most to them? Your goal is to figure out how to make your circular initiative feel relevant in a way that relates their values.
- 5** Consider what this circular opportunity or innovation could add back into the brand promise—what might it refresh, emphasise or add? Also consider how your promise might play out to other partners or users in the value chain.

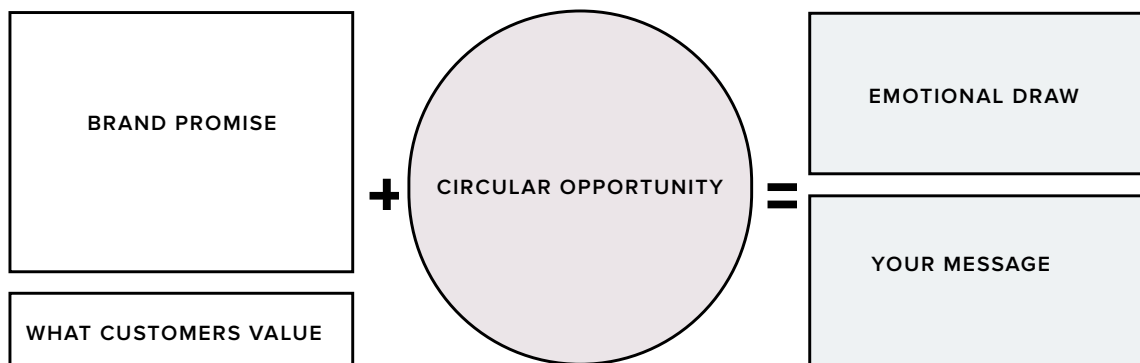


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This is a process to help you figure out how your circular opportunity reinforces your brand value.



## 1. BRAND PROMISE COMPLETE THE SENTENCE

**THE ONLY** \_\_\_\_\_  
**WHAT**

E.g for Harley Davidson this would be "The only motorcycle manufacturer"

**THAT** \_\_\_\_\_  
**CATEGORY**

"that makes big loud motorcycles"

**FOR** \_\_\_\_\_  
**WHO (CUSTOMER)**

"for macho guys (and "macho wannabes")"

**IN** \_\_\_\_\_  
**WHERE (MARKET GEOGRAPHY)**

"mostly in the United States"

**IN AN ERA OF** \_\_\_\_\_  
**WHEN (UNDERLYING TREND)**

"in an era of decreasing personal freedom"

## 2. MY CUSTOMERS VALUE

*e.g freedom, social status, convenience,  
saving money, being hip etc*

## 4. EMOTIONAL DRAW

HOW THIS MAKES PEOPLE FEEL

*e.g altruistic? empowered? smart? techy? inspired?*

## 3. CIRCULAR OPPORTUNITY

*e.g making our packaging biodegradable*

## 5 YOUR MESSAGE

HOW YOU POSITION THIS

*e.g "You'll be ahead of the curve  
if you integrate \_\_\_\_ into your life"*