

BRAND VALUES WORKSHEET

Strong brands have a set of ideals or beliefs that it abides by. Values help separate strong brand from other brands, and also helps you, as brand stewards understand how to interact with your consumers. Capture:

What are the values that the brand will live by? Brainstorm here:

Thinking through your list, now pick the 3 – 5 brand values that the brand will fight for. Against each brand value that you will fight for, write down the opposite – what your brand will fight against. If you are stuck on the above exercise, you can start with what your brand will fight against and flip it around.

What the brand will Fight FOR	What the brand will Fight AGAINST

