

Brand Identity Process

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brand audit: self

history
attributes
values
culture
structure
image
perception vs. reality

brand strategy:

idea/ideal
platypus: models and scenarios
primary level of affinity
brand role as enabler
key brand persona traits
key brand values
key product implications

your audience:

ethnographic research
who are they
what do they do
behavioral patterns
aspirations

communication strategy:

360 degree branding (see chart)

who are you:

brand audit
research

what do you say:

brand strategy
positioning

to whom do you say it:

your audience
target

how do you say it:

communication
strategy

research: context

business practices
consumer trends
direct competition
indirect competition

brand positioning:

brand value positioning
brand opportunity
the brand persona—identity
Point of enunciation
tone of voice_attitude

target(s):

primary business target
key target definers

advertising, design, and media

best ideas, form and vehicle
to communicate your message