

# **TOOLS**

**BRANDING BOOTCAMP  
SIERRA LEONA  
FBS - SOBA - THE BRANDLING**

# TOOL PERSONA TEMPLATE

A persona is a fictional profile that represents a brand audience. Developing a persona helps you to bring the audience to life.

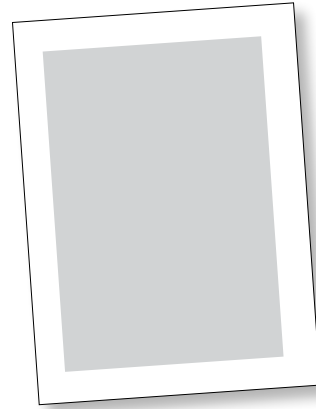
## WHAT IT'S FOR

- » Clarifying your approach to and relationships with your audiences.
- » Personalising your audiences and giving them a presence in your thinking and planning.

## HOW TO USE IT

- » Do research into the world of your primary audience. Interview them, go to where they hang out.
- » Create a fictional persona for one or more people representative of the group.
- » Keep it simple. Work with a maximum of three to five personas.
- » Make them real and compelling. Avoid clichés. Use a photo (of someone you don't know) that fits the profile and brings the fictional persona to life.

THE  
BRAND  
-LING



**NAME + AGE**

**LIVES IN**

**PRIVATE LIFE**

## PROFESSIONAL EXPERIENCE

Job title

Organisation

Other experiences (past jobs, volunteer work)

Educational background

## ACTIVITY & BEHAVIOUR

Generation which...

His/her role model is...

A well-known emotion

Geographical orientation

## NEEDS

Pains

Gains

Information needs

## QUOTE

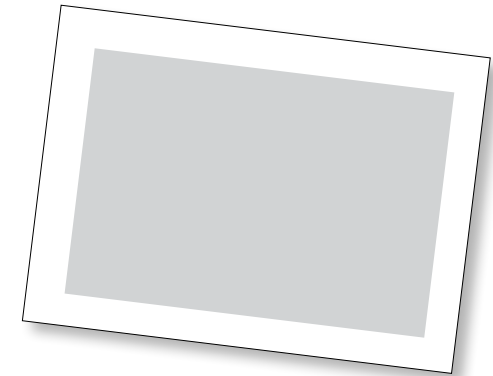
Something you would hear him/her say

## SOCIAL & TECH

Tech literacy level

Hardware

Social media



## INTERACTIONS

Places

Events

Communication channels

# TOOL

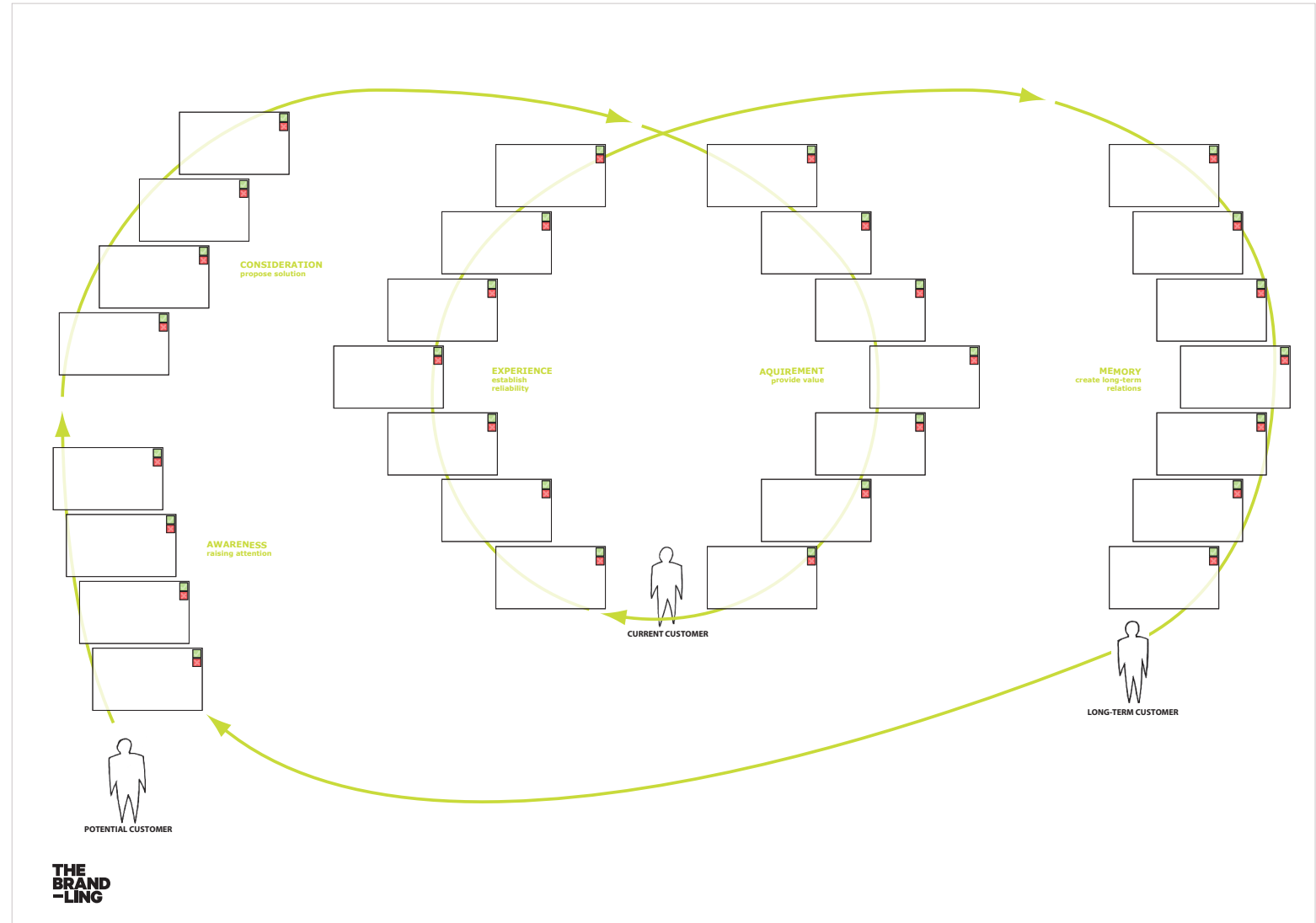
## CUSTOMER JOURNEY

### what is it for?

The customer journey is a tool to define the different brand touchpoints (interactions between your brand and the audience) before, during and after purchasing your product/service. We use this to get an idea of the touchpoints we need to focus on. Instead of trying to build a brand plan for all touchpoints, we only choose the ones that are most effective. We also get a better idea of which touchpoints should be addressed in the short, mid and long term, which helps us with planning properly as well.

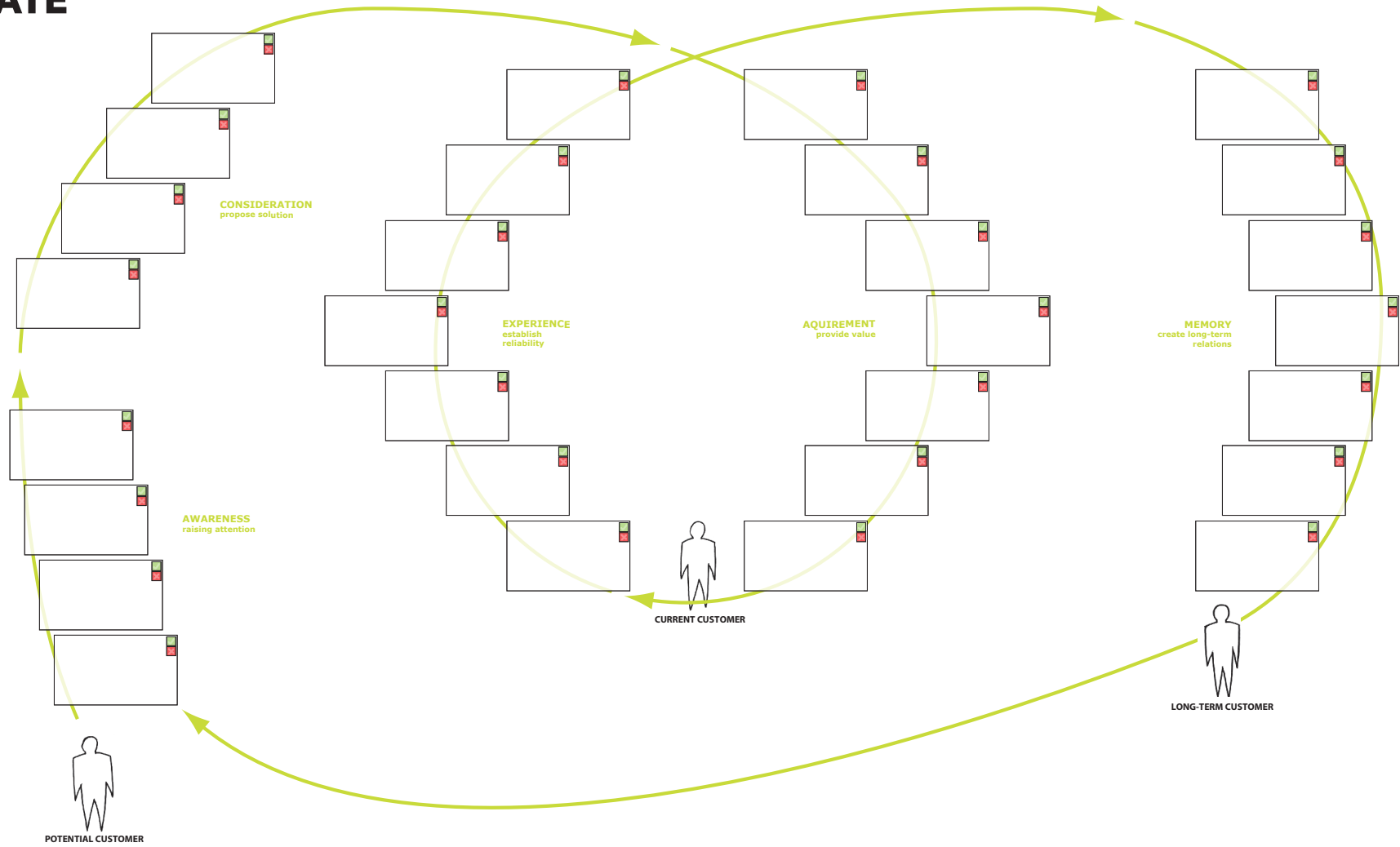
### how to use it?

We fill in the different squares for the potential consumer, the current consumer and the long-term consumer. We follow the course and analyse what the brand does in the current situation when it comes to awareness creation, consideration, purchase, usage and memory. We then highlight the green or red box to note which brand touchpoints are currently positive and which are negative. To determine your focus, you can choose 3 positives and 3 negatives.



TOOL

# CUSTOMER JOURNEY TEMPLATE



THE  
BRAND  
-LING

# TOOL

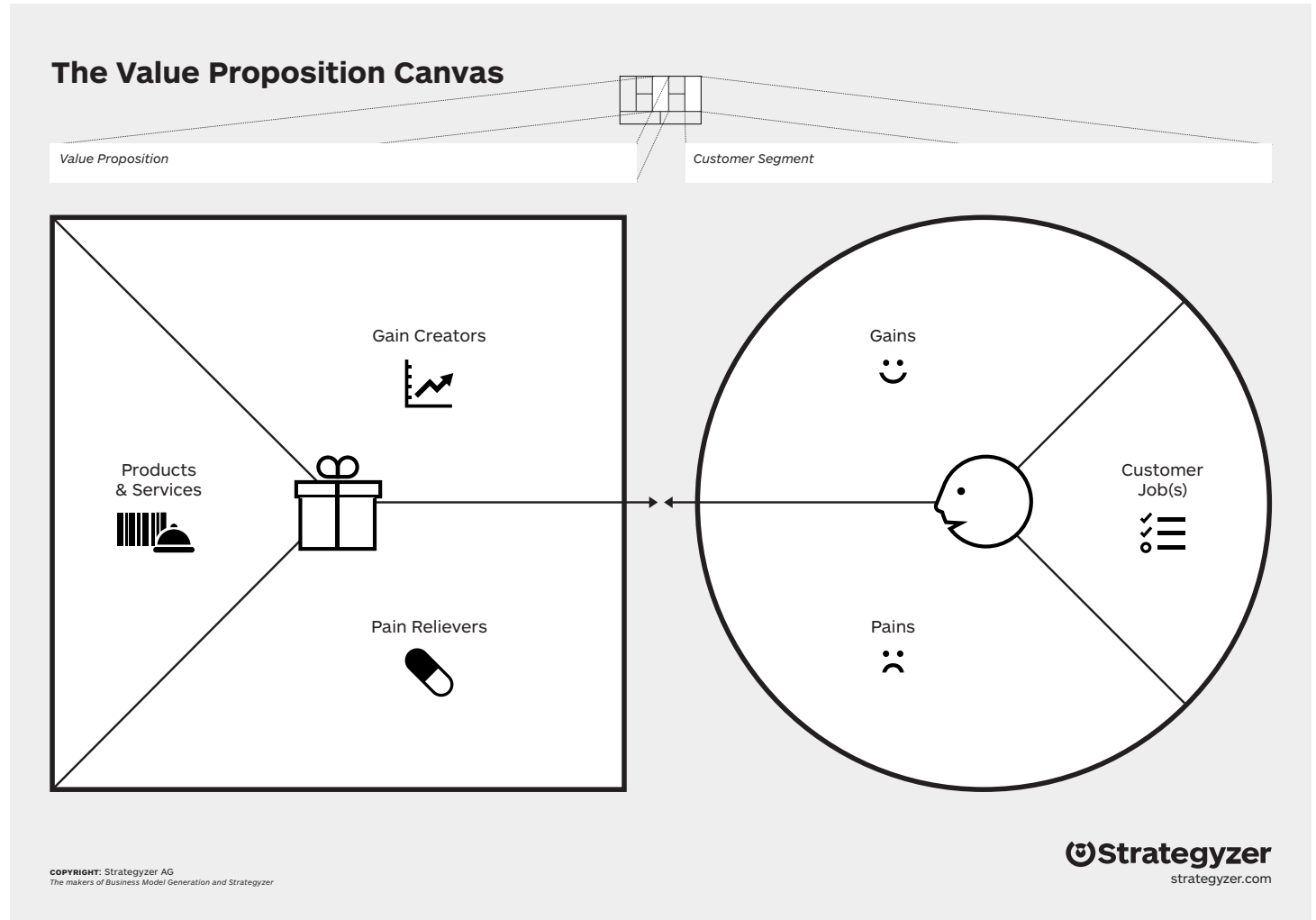
## VALUE PROPOSITION CANVAS

### what is it for?

The value proposition canvas is to determine the value your product/service offers to a particular customer segment. We define the pains of the customers and determine which gains your product/service is providing to relieve this pain. We do this for the core customer segments.

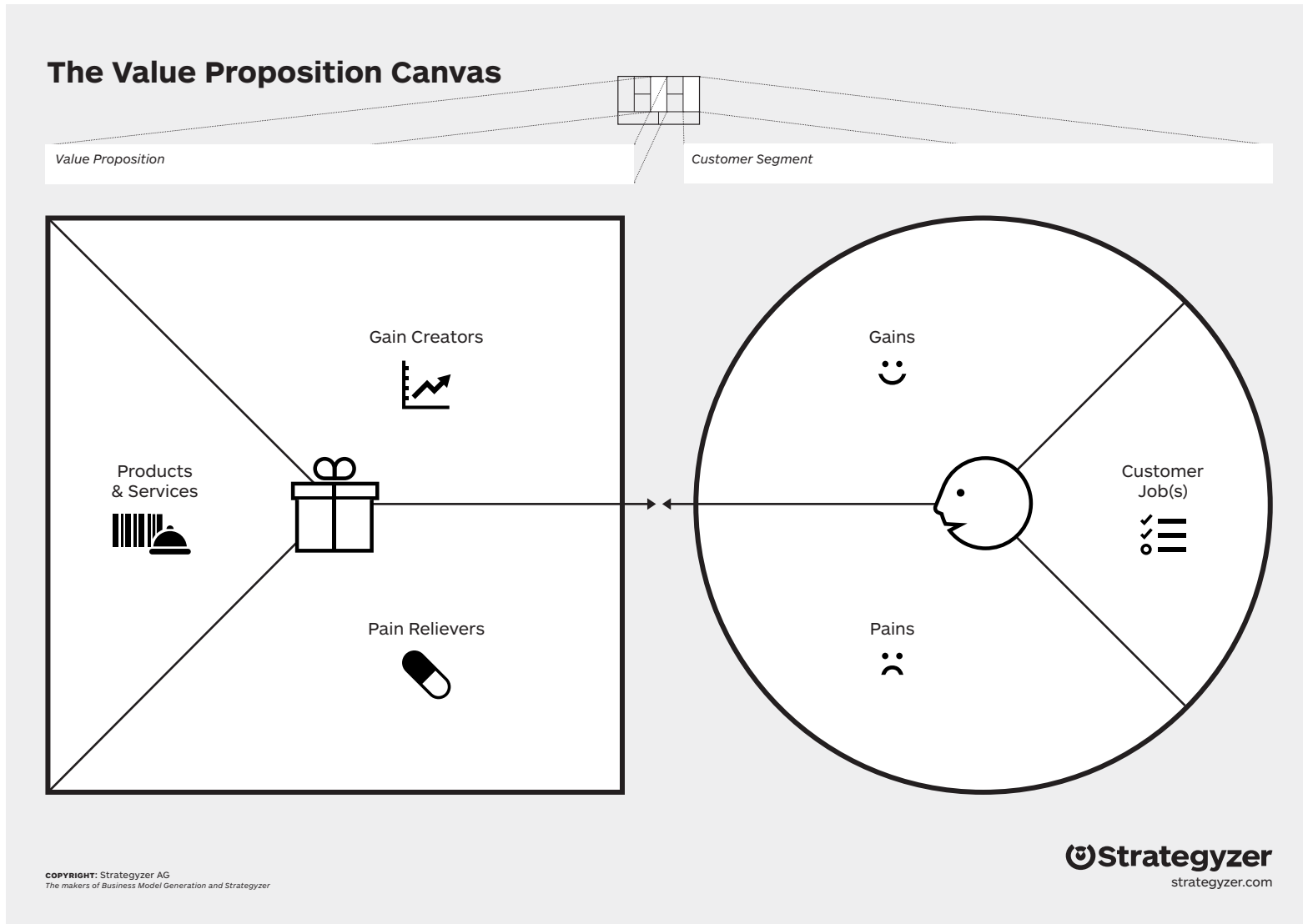
### how to use it?

We first try to empathize with the customer segment and feel their pain. What is the key problem they are trying to solve (pains)? What are the things that make them happy (gains)? How does your product/service solve this problem (through pain relievers and gain creators)? And with which products/services is this accomplished? The summary of how your product/services are providing the gain for the pain, is the value proposition.



TOOL

# THE VALUE PROPOSITION TEMPLATE



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## TOOL

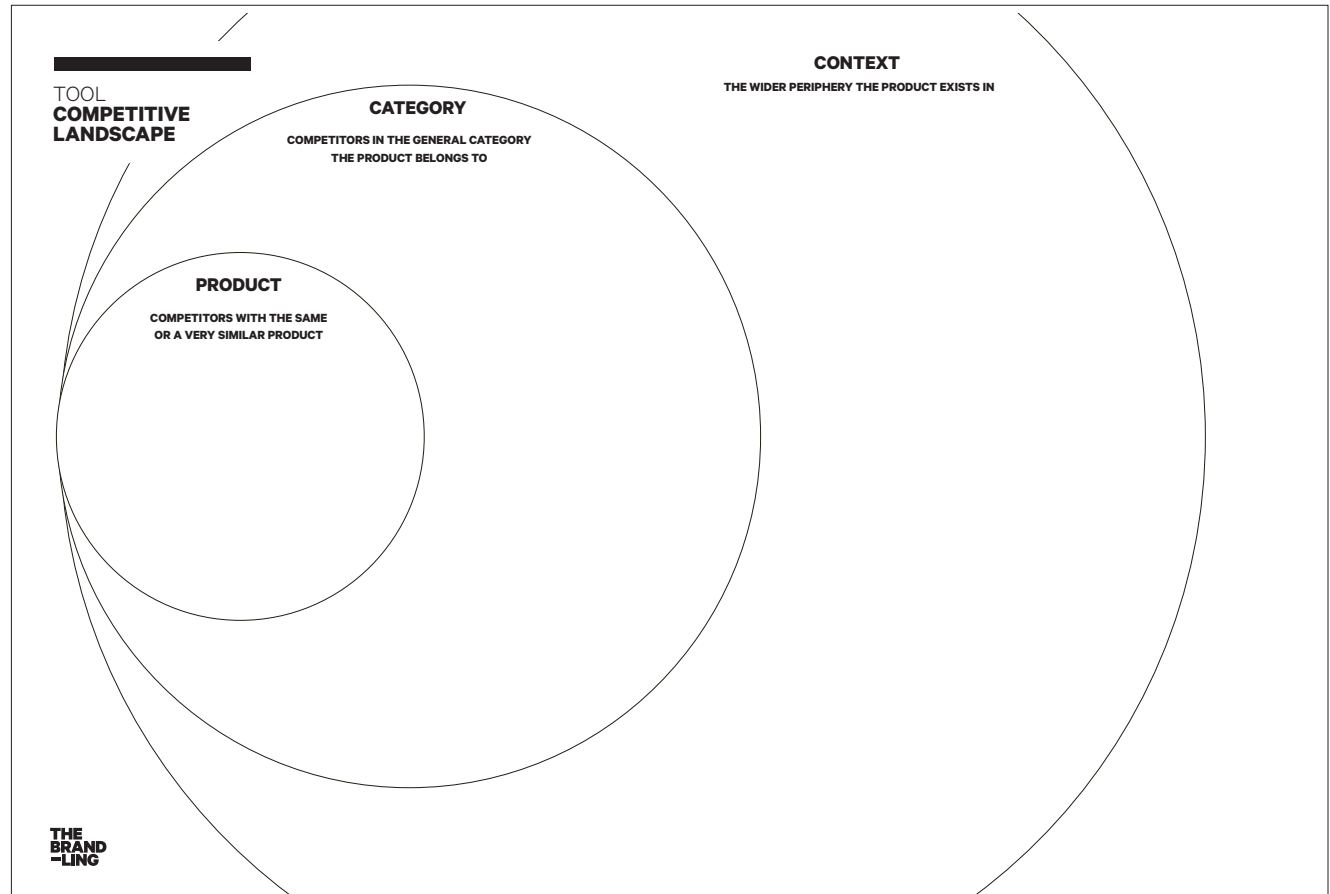
# PRODUCT CATEGORY ONION RING

### what is it for?

The product category onion ring is to determine the context your product/service is operating in. When you understand the context better, you can determine your actual competitors better. Sometimes, you realise that you only have a couple of competitors playing in your field or you actually have many more competitors fighting for your audience. This tool informs you with knowledge about the field you need to play in.

### how to use it?

We first start to define competitors in your direct alternative **products**. For example, for Coca-Cola this direct product category would be sodas. We could plot other sodas here, e.g. Mountain Dew. We then continue to fill in the **category**. This is the group of products a soda falls under; drinks and beverages - e.g. juice, tea, milk etc. **The context** is the broader field the soda plays in. This could be food and hospitality; e.g. cookies, casual meals, candy - all alternatives for soda in the broadest sense.



**TOOL  
COMPETITIVE  
LANDSCAPE**

**CATEGORY**

COMPETITORS IN THE GENERAL CATEGORY  
THE PRODUCT BELONGS TO

**PRODUCT**

COMPETITORS WITH THE SAME  
OR A VERY SIMILAR PRODUCT

**CONTEXT**

THE WIDER PERIPHERY THE PRODUCT EXISTS IN







## TOOL

# POSITIONING MAP

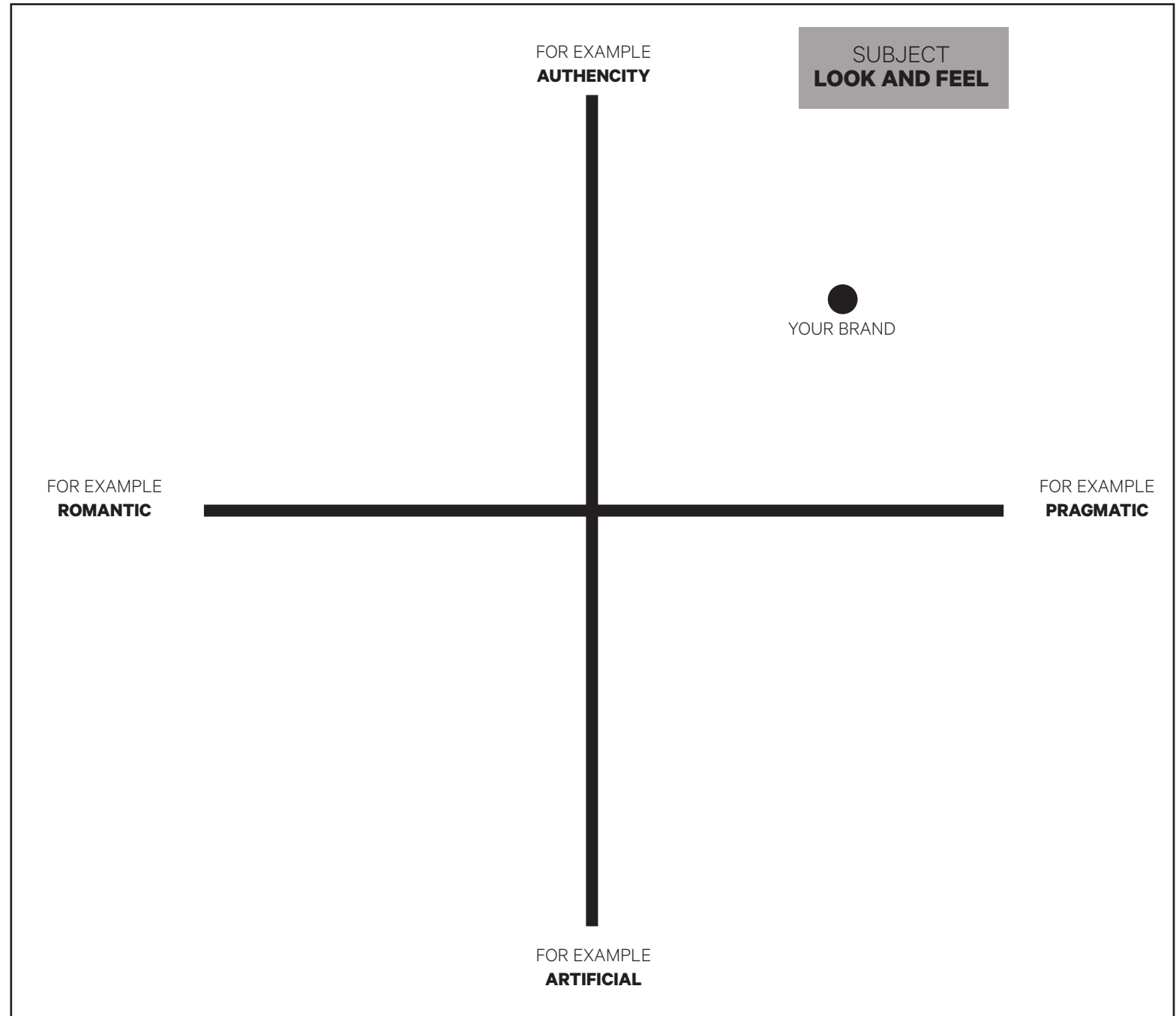
### what is it for?

The positioning map is used to get an understanding where your brand stands compared to other brands in its category. This gives you an impression what you potentially need to change to differentiate from others.

### how to use it?

We first determine the words on the axes. You can draw inspiration by looking at your own brand and determining the features/benefits. You first determine key words that are opposites, so that you can plot them on the axes. You can plot these on the axes, if you would like to get an idea how your brand and other brands perform on the topic of 'look and feel', use authenticity and artificial on the vertical axe and pragmatic and romantic on the horizontal axe. Plot your brand on the cross section of the two axes and do the same for the other brands. This should result in a map that informs you about its positioning against other brands and a strategic direction of where to take your brand forward.

THE  
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TOOL

# POSITIONING MAP TEMPLATE

SUBJECT

.....

THE  
BRAND  
-LING

# TOOL

## MOODBOARD

### what is it for?

A moodboard is used to determine a visual identity for the product/service or look and feel of your campaign.

### how to use it?

We collect pictures that will give you a visual impression of what you want the brand to 'feel' like. You can combine colours, typography, but foremostly imagery that represent the style. It is important to notice that we to develop an outspoken style that gives one specific direction. So instead of selecting pictures and telling stories about why you think these images say something about your product/service style, we want you to combine images to result in one overall style for your product/service.

