Building Brand Identity to Mitigate Misinformation and Connect with Audiences Workshop: Building Brand Pillars

Please use this worksheet and follow its steps to develop your brand pillars. Brand pillars provide you with the framework for your brand identity or how you communicate your PREP project to your clients, potential clients, and audiences you must reach to ensure access to your project.

**Step 1: Develop goals for why you may want to create a brand identity**. While these goals can be broad and aspirational, there are some standard goals you will want to use when branding. Consider using the [SMART model](https://www.researchgate.net/publication/318390296_Why_written_objectives_need_to_be_really_SMART) for goal development to do this. This model ensures that your goals are **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime **B**ound—in that they should have a time horizon associated with them. We’ve included a few examples of the goals you likely will want to address and goals marketers often suggest. However, if you have specific challenges you are facing, you can also write the goals you would like to reach here.

 **Write your goals here:**

**Examples**

**Should include:**

* Build positive feelings and associations about your project with your audience.
* Create an identity that aligns with your audience.
* Build a positive reputation.

**Other goals recommended by marketers include**:

* *Show the value of your product versus other solutions.*
* *Build or maintain trust.*
* *Motivate use or support of use by others.*
* *Show the value of your product versus other solutions.*
* *Build relationships within your community.*
* *Address misinformation or disinformation.*

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**Step 2:** Use the goals you just wrote to guide your answers to the questions below. Answer each question with a word or simple phrase that fits best with the mission, vision, and goals of your PREP project and the brand identity (how you would like people to view your PREP project) you envision for it.Please focus first on the Audience, Purpose, Position, Client Outcome and Personality pillars if you are having difficulties completing all of them, as we will use those pillars in our next worksheet.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Audience** | **Purpose** | **Position** | **Personality** | **Perception** | **Promotion** | **Client Outcome** |
| Who does the project serve? Who else are you speaking to? | Why does the project exist? What is your promise that you will always deliver on? What is your mission? | What do your clients receive from you that they don't from a similar service or potentially no service?  | What is your project’s personality and attitude?  | How do you want your audience to view the project in the future in comparison to how they view it now? | How do you ideally want the project to be accessed and experienced? | How do you want your clients to feel when they complete the project?  |
| Answer: | Answer: | Answer: | Answer: | Answer: | Answer: | Answer: |

**Example**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Audience** | **Purpose** | **Position** | **Personality** | **Perception** | **Promotion** | **Client Outcome** |
| **Who does the project serve?** At-Risk Youth in an urban contextParentsDecision and policy makers relevant to the accessibility of the project to clients Public- including parents andMembers of the community interested in sexual education | **Why does this project exist?**To empower youth to delay sexual activity | **What do your clients receive from you that they don't from a similar service or potentially no service?**Provide evidence-based behavior change model | **What are your project’s personality and attitude?**Down to Earth | **How do you want your audience to view the project in comparison to how they view it now?**Trusted source | **How do you ideally want the project to be accessed and experienced?**Accessible to all | **How do you want your clients to feel when they complete the project?**In control |

**Step 3:** Review your answers against your mission, vision, programmatic objectives, and your goals for developing a brand identity. For example, if your mission and programmatic objective are to serve youth ages 10-17, your brand identity and pillars should be reflective of an organization attempting to work with teens.

**Step 4:** Congratulations, you’ve developed your draft brand pillars.

Building Brand Identity to Mitigate Misinformation and Connect with Audiences Workshop: Creating a Brand Statement

Your brand statement is one of the most important components or attributes of your brand. As we learned, the brand statement “shrinks all your thoughts about your business mission, values, promise, and character into a concise statement that defines what you do, how you differ from all other similar solutions, and what you pledge to consistently deliver.”As a result, you will use your brand statement in your promotional materials and weave elements of it into all of your messaging.

To create a brand statement, you can consider the goals you[[1]](#endnote-1) are trying to achieve, the ultimate mission of your organization, and your brand pillars—of which the pillars Audience, Purpose, Position, and Perception are most important. We’ve created a template you can use. When writing your statement, please consider that shorter statements are typically more effective.

**Step 1: Consider your goals for creating a brand identity.**

**Copy and paste the goals you created in developing the brand pillars, here:**

**Step 2:**

**Copy and paste the brand pillars to the table below.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Audience | Purpose | Position | Personality | Perception | Promotion | Client Outcome |
| Your pillar | Your pillar | Your pillar | Your pillar | Your pillar | Your pillar | Your pillar |

**Step 3: Write your sentence using your brand pillars.**

Ensure you use the audience, purpose, and position pillars, and use the personality pillar to infuse your statement with the persona you would like to convey. The other pillars can be used depending on your branding goal, audience, or aspects of your mission or preference.

To write your sentence, please do the following:

* Describe who your project serves (*Audience Pillar*)
* Describe what your project does and your brand promise (*Purpose Pillar*)
* Show how your project differs from other solutions (*Position Pillar*)
* Use adjectives and language that represent your projects personality (*Personality Pillar*)
* Add details from other pillars as desired in alignment with branding goals, mission, audience, or preference.

**Fill-in-the-blank template:**

We support [Audience/Clients] by [Purpose] that [Position] to [Client Outcome].

**Example statement: *We support youth in urban contexts by helping them delay sexual activity using evidence-based behavioral tactics that empower them with the tools to take control of their bodies and futures.***

Write your own statement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Step 4: Review your statement.**

Use the following checklist to review your statement:

Does the statement include…

* Your PREP project’s primary audience (clients)?
* The context in which the audience and your PREP project operate?
* What your PREP project does, how it differs from all other similar solutions, and what it pledges to consistently deliver?
* Clarity on what your PREP project does versus what others may think it does?
* The personality and character relayed in your brand pillars?
* Adherence to your mission, vision, objectives, and values?

**Step 5: Share and Refine!**

Congratulations! You’ve written a draft brand statement. Now you can review and refine it with your staff and leadership to make refinements and improvements before making it the cornerstone of your project’s brand identity.

Example: ***We empower youth in urban communities using an evidence-based system that delays sexual activity with the tools to take control of their bodies and futures***

1. Chiaravalle, B., & Findlay Schenck, B. (2017, January 17). *How to Define Your Brand with a Brand Statement*. For Dummies. Retrieved February 1, 2023, from https://www.dummies.com/article/business-careers-money/business/marketing/how-to-define-your-brand-with-a-brand-statement-145798/ [↑](#endnote-ref-1)