

**BRAND VALUES**

Which word most appropriately represents what your brand stands for?  
 Look at the brand's character from three different perspectives:

- How do you see the brand from your perspective?
- How would the team summarize the brand?
- What word would customers use to describe your brand?

Generic „hygiene factors“ should be avoided. A brand can focus on quality and trust but it does not acquire character through them. On the following pages, brand attributes are listed, what a brand can be - and what it should not be.

In the second step, after all the words have been collected, each participant may give a vote in the respective categories. For that everyone can choose one word within each category. This can be your own word but also a word of a colleague. The scoring helps to work out a tendency or focus, because in the end only one brand value should be selected per category.

**HOW DO YOU SEE THE BRAND FROM YOUR PERSPECTIVE?**

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**HOW WOULD THE TEAM SUMMARIZE THE BRAND?**

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**WHAT WORD WOULD CUSTOMERS USE TO DESCRIBE YOUR BRAND?**

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