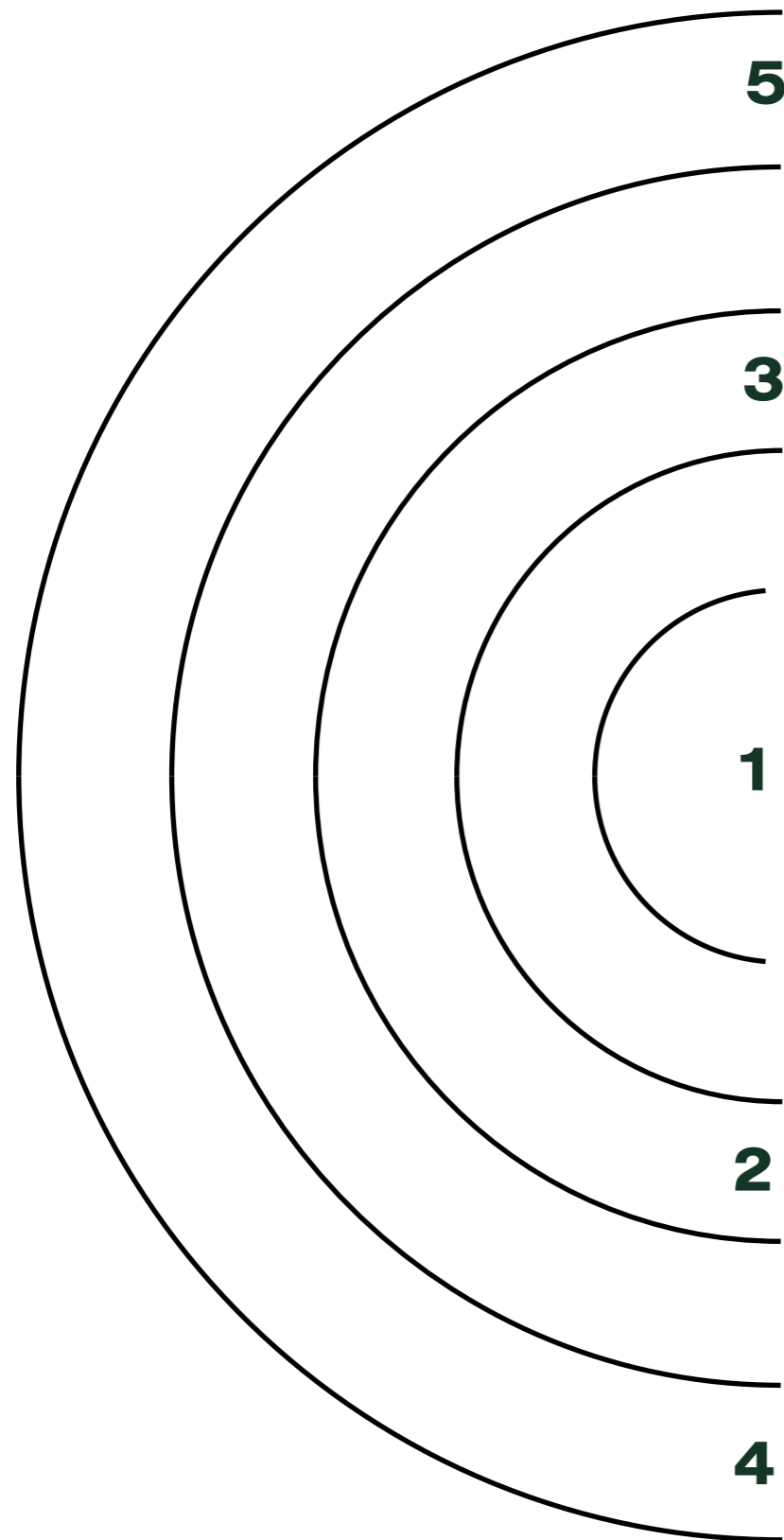


### BATES BRAND WHEEL

The circular model works its way from the outside in to the essence of the brand in 5 steps. Attributes, benefits, values and personality are analyzed and explored in how they can be communicated. At the center is the Brand Essence, which constitutes the core and conveys in compressed form what the brand stands for.



#### ATTRIBUTES

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#### VALUES

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#### ESSENCE

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#### PERSONALITY

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#### BENEFIT

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## BRAND STEERING WHEEL

This model is suitable for the systemic analysis of a brand, less as an orientation for day-to-day business. It includes brand attributes, brand benefits, brand tonality, brand image and brand competence. There are interdependencies between the individual components. The brand attributes support the functional and emotional benefits of the brand. The brand tonality is made tangible by the brand image, which in turn makes the brand attributes visible.

