

BRAND CANVAS - BUILD YOUR OWN BRAND IN 30 MINUTES



Your USP's / UBR's

Describe some of them and select the most important ones.

Diepgaand, levensverhaal, warme gevoelens

Three core values (see back cover)

What do you think is important for your company to stand for:

Speels

Connectie

Persoonlijke
groei

Associations / Metaphors

Look at the core values. What do you think of when you think of this value? What are your associations (images/words)? Describe or draw them in the box below.

- Betrouwbare omgeving
- Leerzaam
- Zelfherkenning

Mission

Think of an appropriate mission statement. Why do you exist? Who do you exist for? What do you do as a company?

Openstellen door op een speelse manier persoonlijke moeilijkheden te delen.

Vision

Think of an appropriate vision. What are you contributing to the world? What is your impact? How do you differentiate yourself at the societal level?

Er voor zorgen dat kijkers zichzelf terug kunnen zien in de verhalen op een leuke manier.

Brandname

Come up with appropriate brand names. Come up with at least 30! Look to your associates and core values for inspiration.

BLIK

Pay-off

Describe 3 different pay-offs (slogans) that fit your brand. (e.g. Nike: Just do it).

- "In elk blik schuilt een verhaal."
- "Een blik op het leven."
- "Spelen opent je blik op het leven."