

# Brand Values Worksheet

**E-commerce Store:** Bath EcoShop

**Product Category:** Eco-friendly bath products

---

<https://jamboard.google.com/d/1cwuZJI59aCmdBafYNhkoawJgm7-1TYEAq227e-3L5Jc/viewer?resourcekey=0-OdmJTlt2ucQm-2PBlcPICQ>

**Identify 5 values that define the Bath EcoShop brand.**

Use the sticky notes from the [branding exercise](#) to identify similar themes.

1. Dependable

2. Honest

3. Environmentally Conscious

4. Activist/Impactful

5. Health Conscious

**Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through their giving program.**

A portion of profits goes to forest restoration projects.

**Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through the content on their website and/or social media accounts.**

Blogs/Articles that highlight the environmental efforts and ways customer can get involved. Social media accounts that highlight environmental efforts and ways customers can get involved.

Transparency with products eco-friendliness, detailed information for customers on FAQ's explaining where products were made and what materials.