

NEW IDEA

Understand your target audience's demographics, preferences, and needs. Who are your ideal customers, and what problems does your brand solve for them?

FUN IDEA

Determine what makes your brand unique. What sets you apart from competitors and start by identifying the core values, mission, and vision of your brand. What do you want your brand to stand for?

BRAVE IDEA

Craft a compelling brand story that resonates with your audience and communicates your brand's history and purpose and Create a catchy tagline or slogan that encapsulates your brand's message.

BRAINSTORMING MAP

RISKY IDEA

Plan how you'll promote your brand through various marketing channels, such as advertising, PR, and social media. Determine what products or services your brand will offer and how they align with your brand's identity.

BRIGHT IDEA

Pilot your brand to a smaller audience, gather feedback, and make necessary adjustments before a full-scale launch and Create a comprehensive brand style guide to maintain consistency in all brand materials.

SMART IDEA

Envision the overall experience customers will have with your brand, both in-store and online and Determine the budget and resources required to bring your brand to life.