

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will define the brand values for an e-commerce store. You will also explore how the brand's values connect with the values of their customers. As you learned earlier, a company's values are closely connected to its branding. Customers want to connect with companies that support the values they care about. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then, complete the step-by-step instructions.

For the past year, you've been working for an e-commerce company with multiple online stores. The company specializes in home goods. Recently, the company has identified an opportunity in the market for eco-friendly bath products. They are planning to launch a new e-commerce store that sells sustainable bath products to customers worldwide, called Bath EcoShop.

Last week, the company invited a group of employees and managers to participate in a branding exercise, where they answered the following question regarding the Bath EcoShop brand: "If our brand were a person, how would you describe them?" The participants wrote their answers on sticky notes and compiled them in a Google Jamboard, which is a digital interactive whiteboard.

Your manager has asked you to review the sticky notes and find common themes that describe the brand's values.

Your manager also asked you to brainstorm ideas for how Bath EcoShop can demonstrate its brand values to its customers.

As you complete this activity, it may be helpful to focus on what's important to the brand's target audience, which the company has identified as the following:

Concern for the future of the environment

Desire to create a healthy home

Belief that a dependable product is more important than following the latest trends

Preference for comfort and function over style

Desire to feel good about their purchase

Strong preference for quality products that last

Step-By-Step Instructions

Step 1: Access the template



To use the template for this course item, click the link below and select "Use Template."

Link to template: [Brand values worksheet](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.



[Activity Template_Brand values worksheet
DOCX File](#)

Step 2: Access supporting materials


The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the link below and select “Make a Copy.”

Link to supporting materials: [Jamboard branding exercise](#)

OR

If you don’t have a Google account, you can download the supporting materials directly from the attachment below.

 [Jamboard branding exercise](#)
PPTX File

Step 3: Arrange the sticky notes by theme

Review the sticky notes in the Jamboard branding exercise. Drag and drop the sticky notes to group similar themes together. For example, “Shares their knowledge” and “An expert in their field” could be grouped together because they deal with a similar theme. Keep in mind that there are multiple ways to group the sticky notes by theme. As long as the sticky notes within each group are somehow related, you are moving in the right direction. You will likely end up with five or more groups of sticky notes.

Step 4: Identify brand values

For each group of sticky notes, identify a value (or more than one value) that describes the brand.

For example, you might list education as a brand value for a group of sticky notes that includes “Shares their knowledge,” “An expert in their field,” and “Helps others learn.”

Another brand value you could list for this group would be expertise.

Keep in mind that there are no right or wrong answers. There are many values you could identify that would describe the information in the sticky notes.

Continue this process until you identify at least five brand values. If you came up with more than five brand values, choose the five values that seem to represent the majority of answers on the sticky notes. Then add these five brand values to the Brand Values worksheet.

Step 5: Suggest ways the brand can demonstrate their values to customers

Based on the five brand values you identified and what’s important to the brand’s target audience (as identified in the scenario), consider how the brand can put their values into action to demonstrate their values to customers.

Your suggestions will focus on two specific areas:

. The company’s giving program

. The content that the company provides on their website (such as blog posts, articles, or a Frequently Asked Questions (FAQ) page) and/or social media accounts

For example, if you worked for a tutoring business that identified education as one of their brand values, you might suggest they demonstrate this value by donating a portion of the business’s proceeds to a nonprofit organization that supports quality education.

You might also suggest that they post educational videos and articles on the company’s website and social media accounts.

Add your suggestions to the Brand Values worksheet.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following criteria in your completed brand values worksheet:

Five brand values that fit with the answers collected in the branding exercise

One or more ways the brand can demonstrate their values to customers through their giving program

One or more ways the brand can demonstrate their values to customers through the content on their website and/or social media accounts