

BRAND JOURNEY



About BRAND JOURNEY

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Brand Journey is a AI-powered application used by professionals and individuals to create and grow their personal brand.



Background BRAND JOURNEY

Brand Journey tackles the issue of uniqueness of individuals in the employment space, who harbour the same skills and qualifications, by helping individuals develop their own personal brand to stand out in the job market.

Brand Journey also aims to tackle the problem of brand growth within business by coming up with innovative ideas and brand marketing strategies for companies to utilize for new product and service ventures.





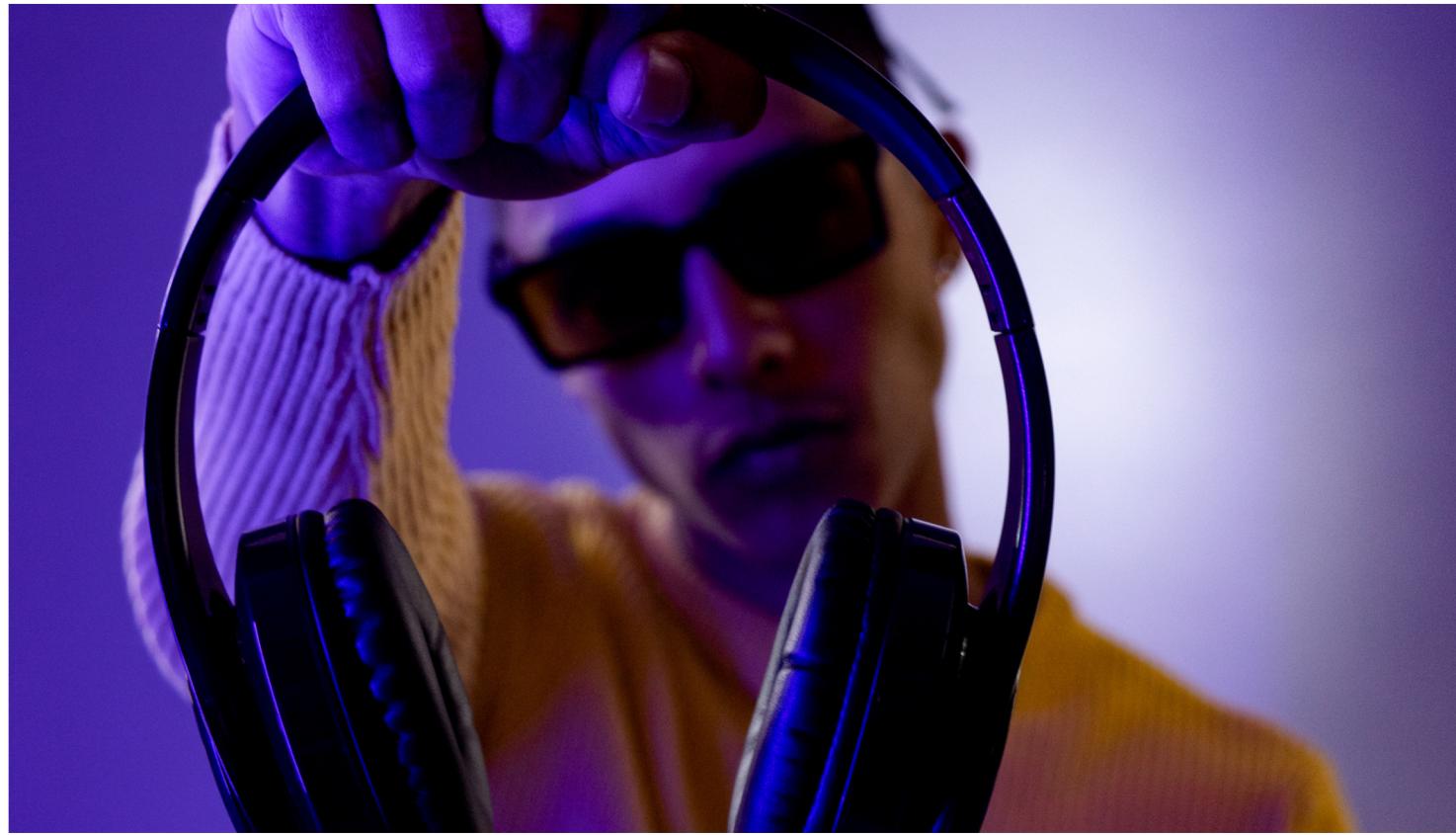
SELLING POINT

Brand Journey changes the game of how individuals approach the job market and stand-out from other applicants or candidates.

Individuals

Brand Journey aids applicants in the job market in adding another layer to their job applications by providing them with clarity and personal brand awareness and development.





IMPACT

01

Vision

Brand Journey will have a huge impact on how individuals approach the job market. It will not only assist individuals to develop their personal brand, but additionally it will help them stand out in the job market from other candidates that hold the same qualifications and skills as them. By understanding their personal brand, candidates can be guided as to what roles they should pursue, how to better sell themselves to employers as well as how to better prepare for interviews and application processes in the prospective roles.



IMPLEMENTATION

Brand Identity

01

The base discovery of the individual, what their target audience is (companies they would like to interact with) or sector they operate in. What are their goals, vision and mission for their careers in the job market etc.

Brand voice and messaging

02

Discovery of the individuals current approach to the job market, their application process, attempts to connect target employers.

Visual Identity

03

This section then expands to getting to know the individual on a more personal level. To discover what their aesthetic of the individual and link that to the market they would like to enter. How to present themselves and how to sell themselves to target employers.

Result

04

A pdf format document providing an elaborates on:

- A description of the brand of the individual.
- The aesthetic and look of the individual and brand.
- Best careers to pursue and venture into as the brand.
- How to sell the brand to target employers.





**THANK
YOU**