



This is not a brand



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This is not a brand



CHANEL

This is not a brand



ABNASCIA.ORG



This is a logo



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ABN ASIA.ORG



So, what is a brand?

It's how you **feel** make people **feel**

A brand is an emotional connection



It's the
experience you

Create

A brand is a memorable experience



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It's your Reputation

It's what people say about you

Ratings

Rides

Deliveries

499

1
0
0
0

5.00 *

High ratings

5*
4*
3*
2*
1*

Last 500 Ratings

No recent rider feedback
This is where you'll see feedback
from riders who rate you under 5



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It's your **Promise**

It's the unwritten contract that you keep

**DOES
EXACTLY
WHAT IT
SAYS ON
THE TIN**



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It's your Story

The narrative of who you are



Values

Core principles guiding actions.



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It's how you **Communicate**

It's everything you do and say



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It's your Culture

It's how we connect with each other



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Differentiation

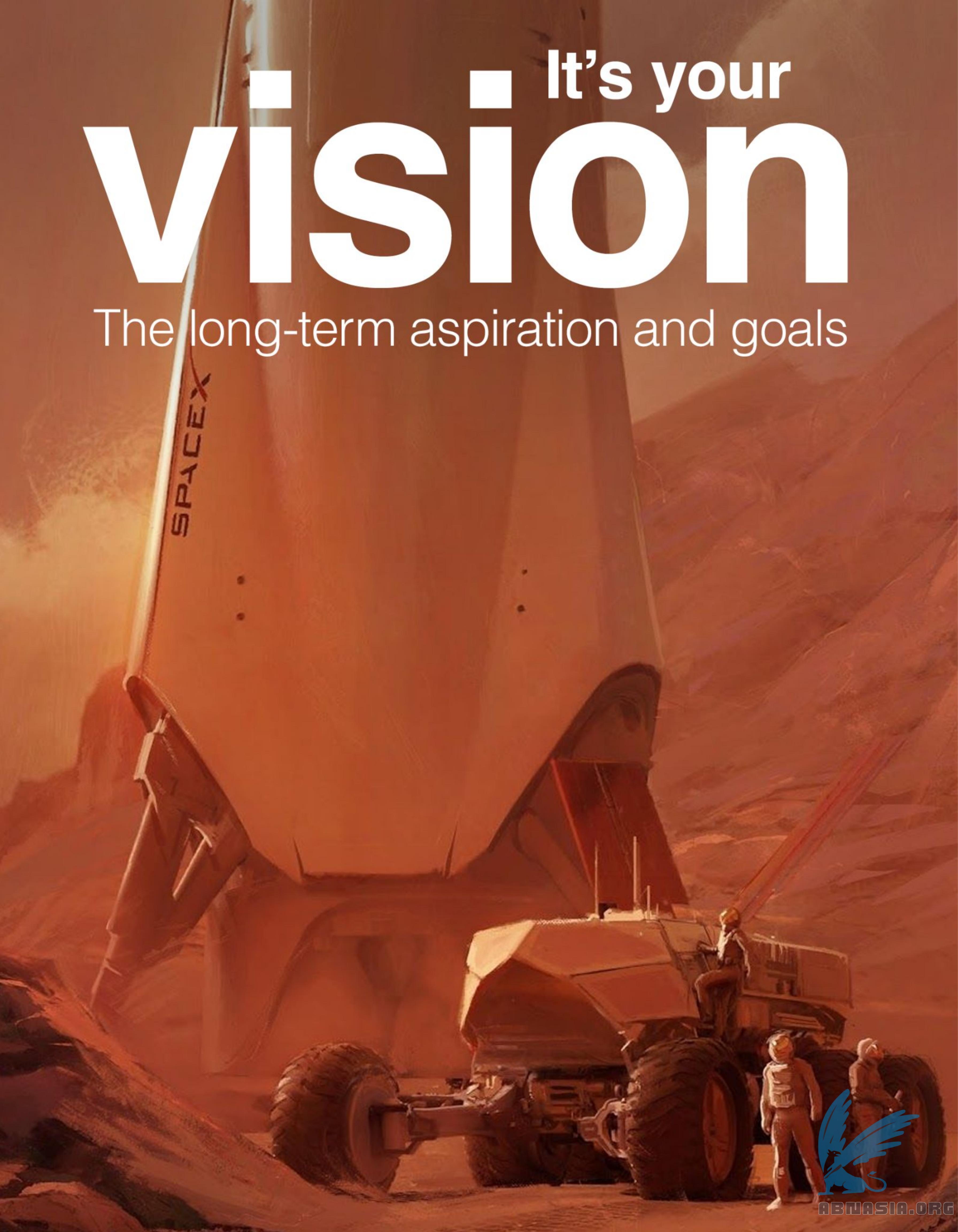
What sets you apart from your competitors



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It's your vision

The long-term aspiration and goals



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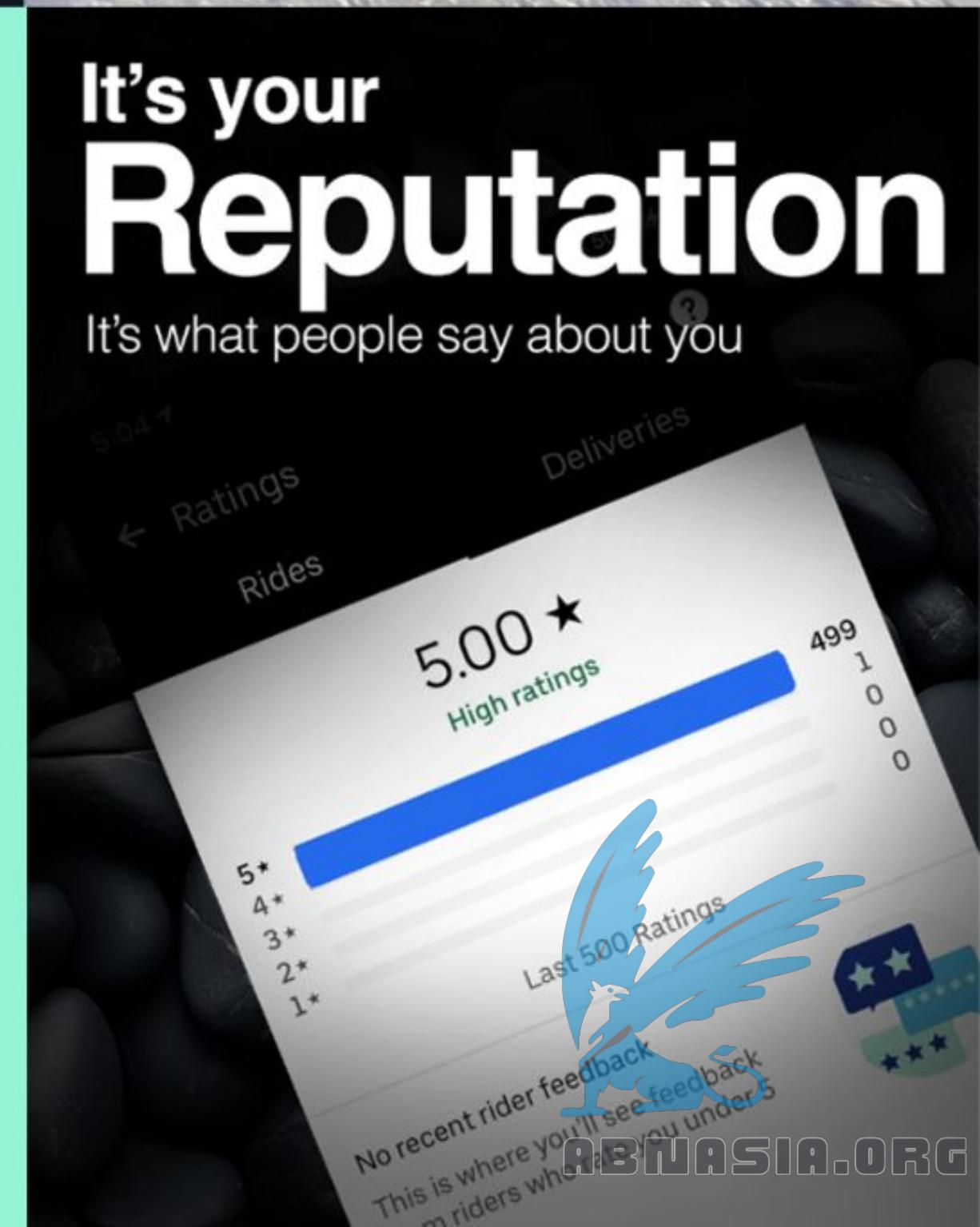
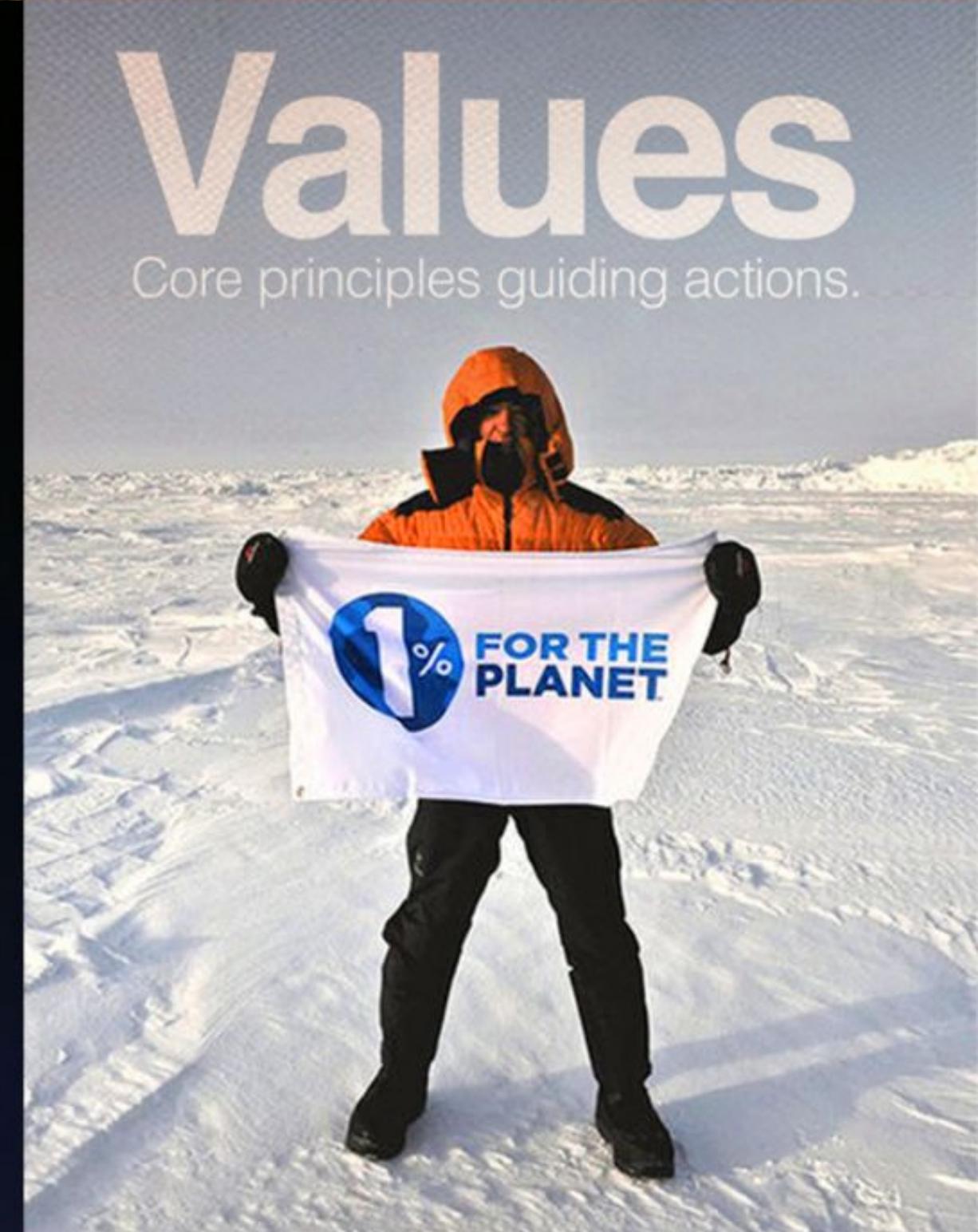
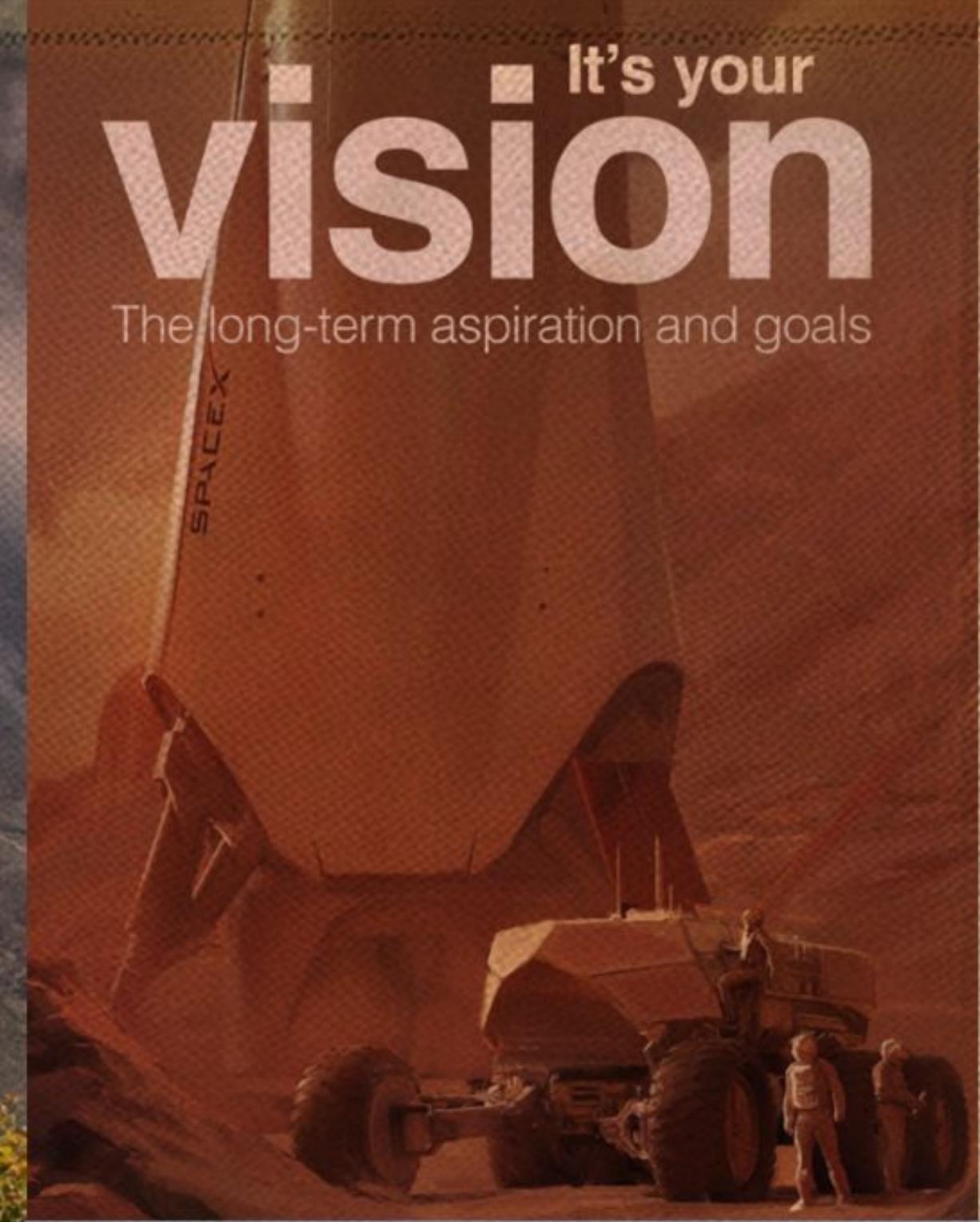
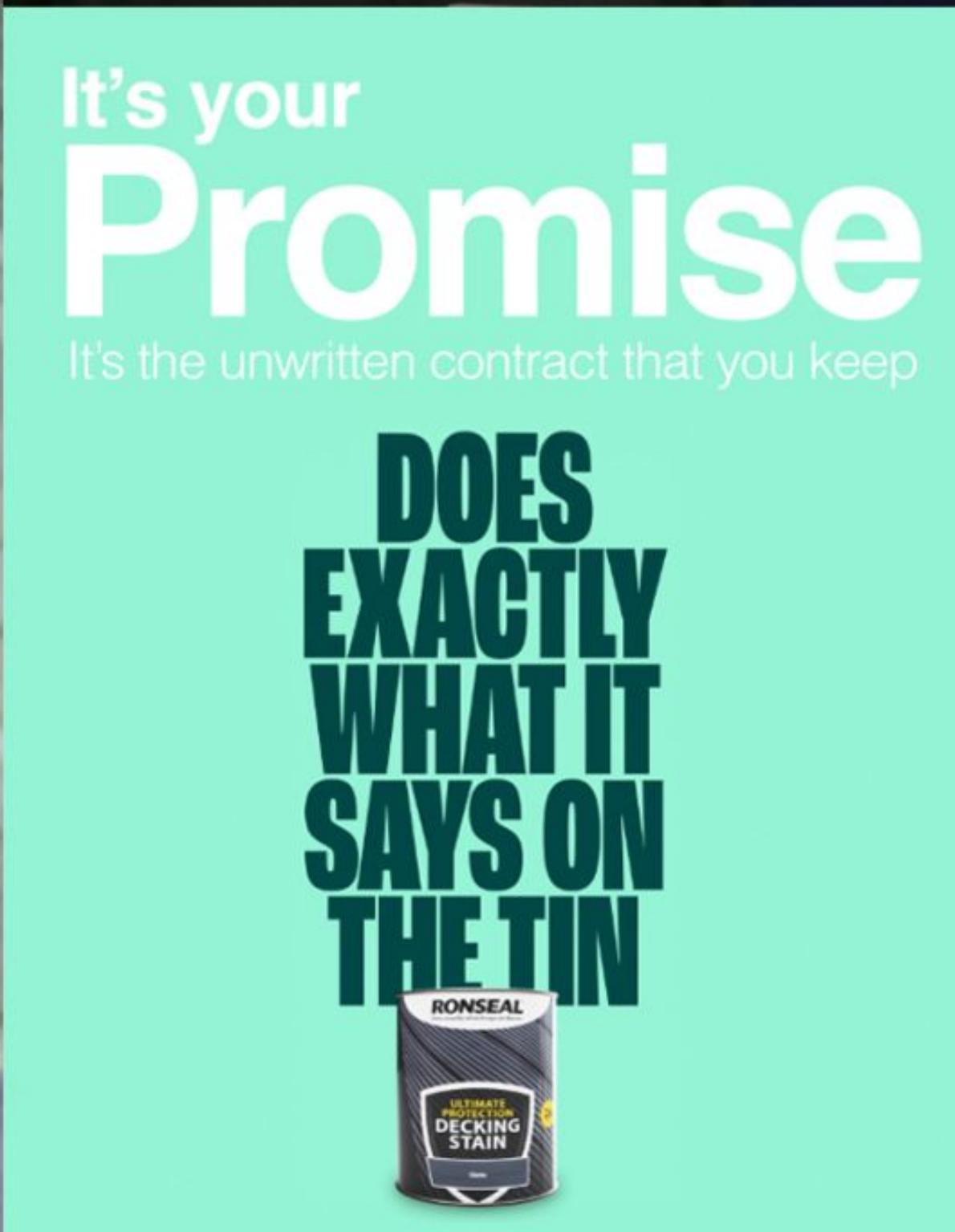
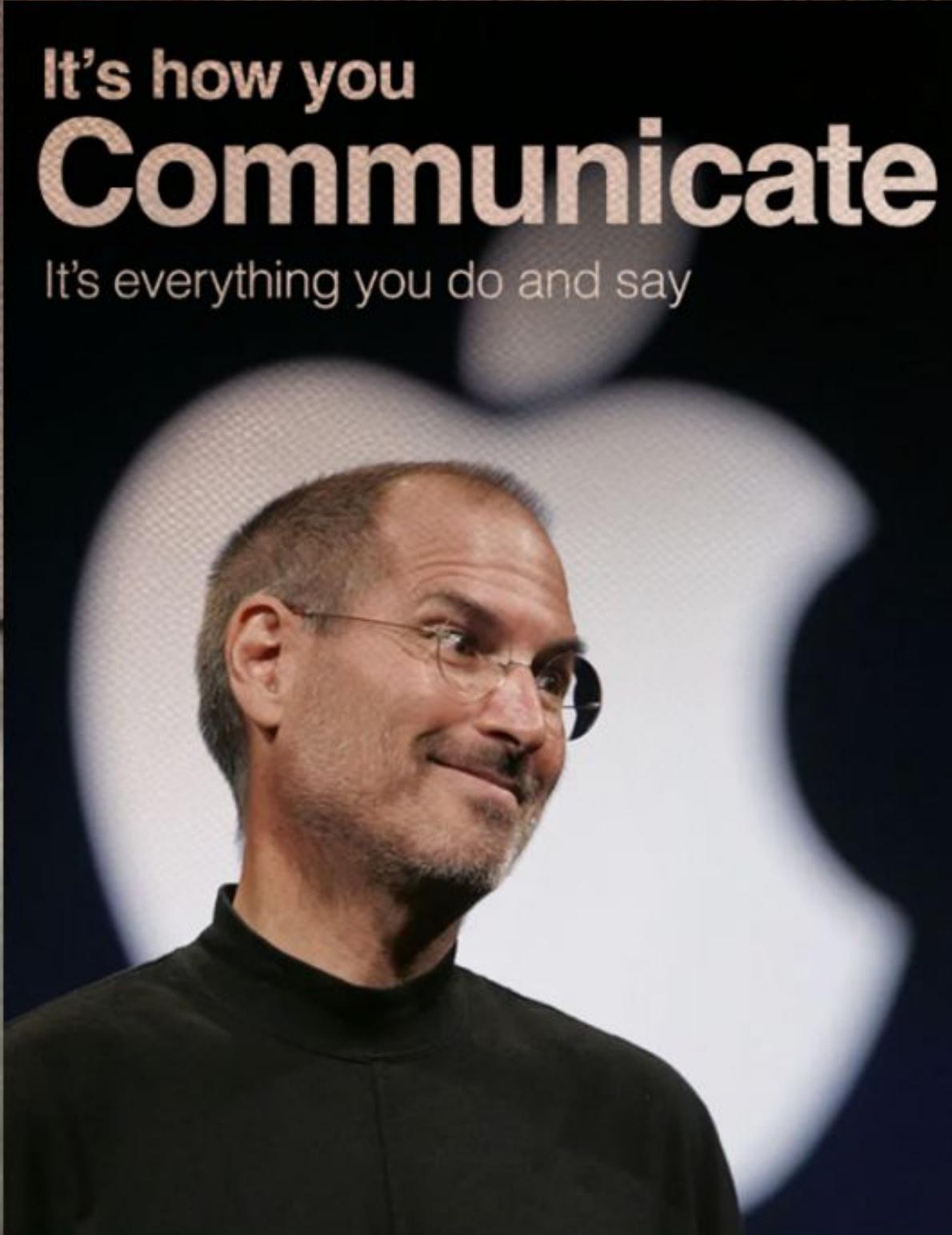
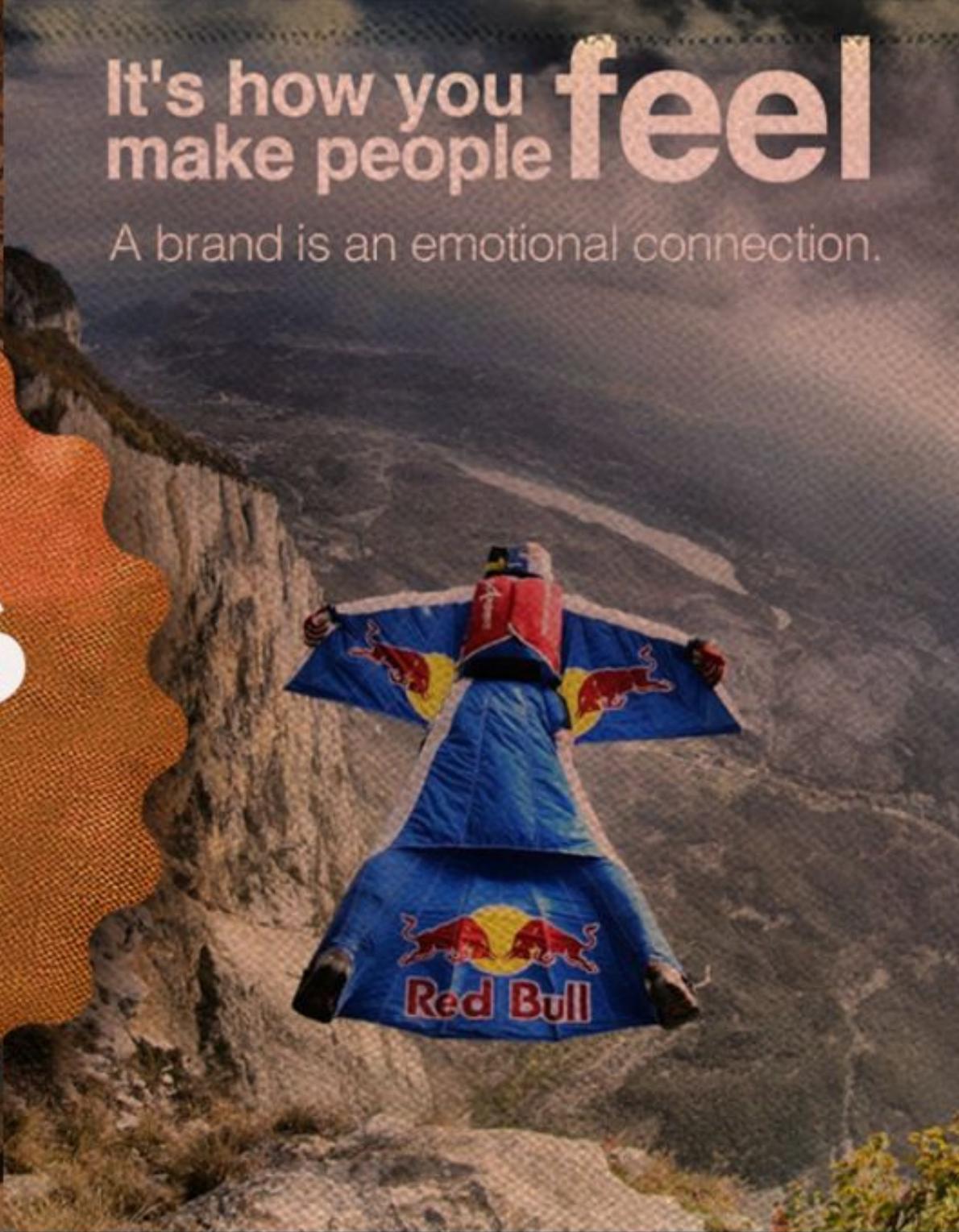


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It all makes up your
Brand Essence

Brand Persona
Core Values



Which informs your brand experience

How we look

- Main Offering
- Packaging
- Uniforms
- Brand



- Promotions
- Advertising
- Signage
- Store

Visual

Brand Experience



Verbal



Behavioral

What we say

- Media Channels
 - PR
 - Press

What we do

- Service
- Interactions
- Tone



Summary

Your brand is:

Your "Essence" - What defines you
The "Experience" - What connects you



Informs

