* Richards Group
  + Spherical Branding
  + A brand is a promise
    - To consumers, internal lobbyists
  + Enduring brands share three characteristics
    - Conviction
    - Connection
      * It’s connection to the constintuience, relevant, directly associated with what’s important
    - Consistency
* Spherical Branding Process
  + Discovery
  + Workshop
    - Key stakeholders in the company
  + Communication Briefs
  + Touch point Execution
* Spherical Discovery
  + Brand
    - Do a SWOT analysis
  + Category
  + Consumers & Constituents
  + In the center of where the three elements integrate you’ll find the brand promise
* Brand Vision
  + Disney
    - Keeping alive the magic of childhood
  + Dallas Symphony Orchestra
    - To entertain, inspire, and change lives through musical excellence
* Brand Positioning
  + How we want our brand to exist in the minds of the consumer?
  + Positioning the Battle for of your Mind – Trout & Reise
  + To *target audience*,
  + X is the *competitive set* that *most* compelling benefit
* Brand Personality
  + Captures the human characteristics that will allow us to build a relationship between our brand and customers
* Spherical Output
  + One page promise with four simple statements
    - Brand Vision
    - Brand Positioning
    - Brand Personality
    - Brand affiliation
  + Artfully balances aspiration with reality
  + Written as an internal strategic compass, not an external tagline or billboard
* Example
  + Vision
    - To entertain, inspire, and change lives through musical excellence
  + Positioning
    - To people who hunger for enrichment, the Dallas Symphony Orchestra is the entertainment experience that transforms their mind, body, and soul through the power of music
  + Personality
    - Vibrant, engaging, passionate, creative
  + Affiliation
    - Seekers of extraordinary experiences