

BRAND VALUES

The scenario involved developing a brand values worksheet for the fictional e-commerce brand Bath Eco Shop to define its core identity and positioning.

BRAND VALUES WORKSHEET:

Brand Values Worksheet

E-commerce Store: Bath EcoShop

Product Category: Eco-friendly bath products

Identify 5 values that define the Bath EcoShop brand.

Use the sticky notes from the branding exercise to identify similar themes.

1. Trustworthiness
2. Sustainability
3. Quality & Durability
4. Health & Wellness
5. Positive Impact

Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through their giving program.

1. Partner with global and local environmental nonprofits to fund tree planting or ocean cleanup efforts.
2. Support programs that provide access to clean water and eco-friendly hygiene products in underserved communities.

Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through the content on their website and/or social media accounts.

1. Publish behind-the-scenes videos showing the sustainable sourcing and production process.
2. Create a "Sustainable Living Tips" section with actionable advice on reducing waste and making homes more eco-friendly.
3. Share customer stories about how they use Bath EcoShop products to create healthier, greener homes.