**DGM. Lesson: Branding Strategy**

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**OBJECTIVE**

* DESCRIBE THE COMPONENTS OF EVERY BRAND, INCLUDING PERSONALITY, MISSION, VALUES AND PROMISE.
* ANALYZE HOW POPULAR BRANDS DEFINE THESE COMPONENTS.
* CLEARLY ARTICULATE YOUR BRAND’S COMPONENT TO CREATE A BRAND BRIEF.
* DEFINE YOUR BRAND’S MINIMUM VIABLE PERSONALITY.

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**OPENING FRAMING**

**5 min**

Introduce learning objectives and spark student excitement about the class. (options: show end product of the lesson, a video, an industry relevant example, etc)

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**I DO (Introduction to New material)**

**15 min**

Instructor walks through what a brand is, why they matter, and what good brands look like. They then go into the concept of Minimum Viable Personality. Instructor then walks through what a brand brief is.

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**YOU DO (Independent practice)**

**15 min**

Brand Brief Activity

Take 15 minutes to create a brand brief for your final project company.

* 1. Your brand briefs should accurately describe and defend your brand’s personality, values, mission and promise.

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**WE DO (Guided Practice)**

**15 min**

After 15 minutes, students pair up and share briefs with each other to give and receive feedback. Instructor circulates the room to check for understanding.

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**YOU DO (Independent Practice)**

**45-60 min**

Student Presentations Presentations:

Present your brand brief and elevator pitch (from HW) to the class. ( Each student gets 2-3 minutes to present)

Students get peer and instructor feedback in the form of a Google Doc.

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**CLOSING FRAMING**

**5 min**

1. How to describe the components of every brand, including personality, mission, value and

promise.

2. The purpose of a brand. The value of a great brand, and the danger of a poor brand.

3. Articulate your final project brand’s components.

4. Q & A

5. Students fill out their [exit tickets](http://ga.co/DGMTICKET)

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**PRACTICE / HOMEWORK**

1.Email the instructors about your final project status.

* What company will you be working on?
* Are you open to partnering?

2. Set up Google Analytics on your company’s site or get access to a Google Analytics account.

3. Read: http://www.sterlingbrands.com/blog/2012/03/brand-is-a-four-letter-word/