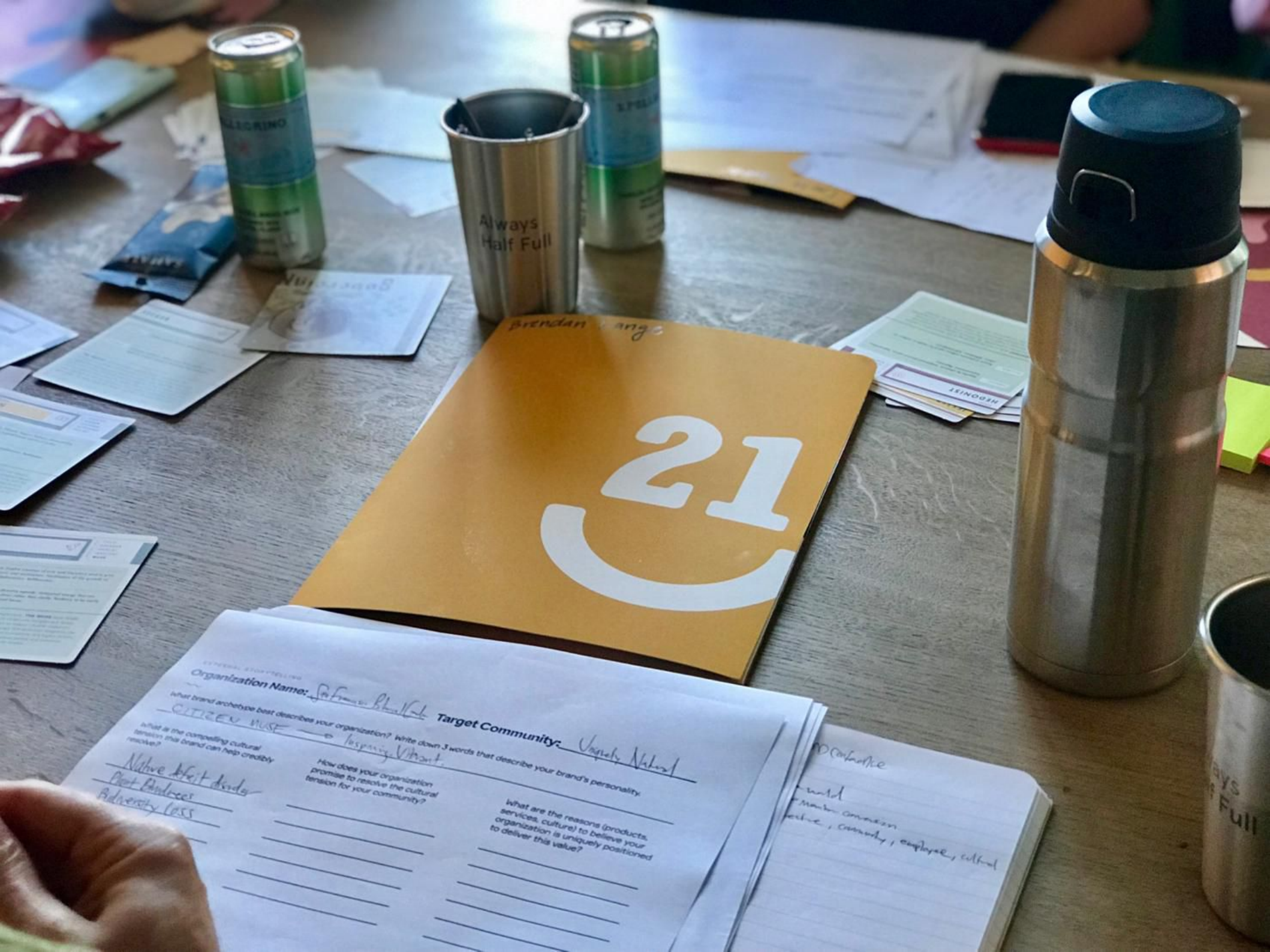




Nonprofit Brand Strategy Workshop

AUGUST 1, 2018



Always
Half Full

Brendan Lang

21

EXTERNAL STORYTELLING

Organization Name: AFSA - PHUOL

Target Community: Vietnam, Natural

What brand archetype best describes your organization? Write down 3 words that describe your brand's personality.
CITIZEN HUSB → Inspiring, Vibrant

What is the compelling cultural tension this brand can help credibly resolve?

Native Art & Design
Post-Industrial
Adversity Loss

How does your organization promise to resolve the cultural tension for your community?

What are the reasons (products, services, culture) to believe your organization is uniquely positioned to deliver this value?

Confidence

World
Master American
Active, Community, Empower, Cultural

Always
Half Full



A great brand narrative
provokes conversation,
offers real insight, and
sparks the creative mind...
In order to spur action.