



BRANDING VS MARKETING

<p><u>PURPOSE</u> What can your brand do to impact someone or something Positively? Who or what do you want to help? What can you help them with? Is this something your audience will like? What is something you could do for others that your audience would like?</p>	
<p><u>VISION</u> Define your brands long-term vision. Where do you dream to be with your brand? What do you dream to achieve with your brand? When are you achieving that?</p>	
<p><u>MISSION</u> What are your dedicated to do to reach your brands vision? What tasks needs to be done every month? Where can you be within a year?</p>	
<p><u>VALUES</u> Write down what you believe in, what you are passionate about and what you are talking about aligned with your brand. What does your brand believe in?</p>	
<p><u>DIFFERENTIATOR</u> What makes you different from your competitors? What is different that adds value? What gap are you filling in the market? Examples: price, quality, service level, delivery, design, marketing, types of customers.</p>	
<p><u>PERSONALITY</u> How do you present yourself? How do you dress? How do you behave around people? What are the characteristics for your brand?</p>	

