



Brand target: Look at what your business or product does and how it fits into the bigger context. What does your product do? "Helps people run faster." How do that? "Today, we make shoes." Why do we do it? "To help people live healthier lives."

Values

| | | | | |
|---------------|--------------|-------------|---------------|------------------------|
| Secure | Trustworthy | Exclusive | Traditional | Integrity |
| Thoughtful | Creative | Inclusive | Stable | Tranquility |
| Healthy | Happiness | Diverse | Friendly | Bold |
| Innovative | Wealth | Original | Loyal | Fresh |
| Intelligent | Growth | Powerful | Compassionate | Respectable |
| Modern | Spirituality | Courageous | Playful | Passionate |
| Authoritative | Luxury | Elegant | Conventional | Environmental-Friendly |
| Honest | Reliable | Sustainable | Affordable | Data-driven |

Ranked Top 3 1. _____ 2. _____ 3. _____

Values: Circle all the brand values that apply then identify your top 3 brand values. Note: This is a stack- ranked, so your most important audience and your most important audience should be at the top.

