# Brand Identity Process

**brand audit: self**
- history
- attributes
- values
- culture
- structure
- image
- perception vs. reality

**brand strategy:**
- idea/ideal
- prototype: models and scenarios
- primary level of affinity
- brand role as enabler
- key brand persona traits
- key brand values
- key product implications

**your audience:**
- ethnographic research
- who are they
- what do they do
- behavioral patterns
- aspirations

**communication strategy:**
- 360 degree branding (see chart)

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**who are you:**
- brand audit
- research

**what do you say:**
- brand strategy
- positioning

**to whom do you say it:**
- your audience
- target

**how do you say it:**
- communication strategy

**research: context**
- business practices
- consumer trends
- direct competition
- indirect competition

**brand positioning:**
- brand value positioning
- brand opportunity
- the brand persona—identity
- Point of enunciation
- tone of voice—attitude

**target(s):**
- primary business target
- key target definers

**advertising, design, and media**
- best ideas, form and vehicle
to communicate your message