

Learning Exchange: **Branding your Association**

WORKSHEET

A group of foreign-trained engineers have decided to form an association that will provide info sessions, mentoring, networking opportunities, consultancy and professional development to its members.

You and your teammates are part of a special committee tasked with the branding program for this association. You have 30 minutes to complete this worksheet and will get your turn to present your new brand afterwards.

BRAND ANATOMY

Decide on the name and symbol or visual design that will identify your association.

1. Choose a keyword and incorporate into a complete association name.

A. Bridge

C. Keystone

B. Convergence

D. Other (specify) _____

Rationale (pls. explain your choice)

2. Select a logo for your association.



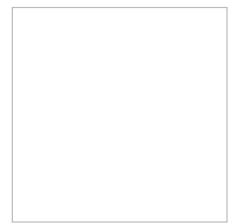
A.



B.



C.



D. Other (illustrate)

Rationale (pls. explain your choice)

BRAND PSYCHOLOGY

Determine what makes your brand unique and how you want it to be perceived.

3. Agree on the Brand Essence — a short phrase that captures the intrinsic quality of your brand.

Examples:

Coca-Cola - The most refreshing and friendliest cola in the world

McDonalds - Fast food served consistently with 'home-made' taste and values

BMW - Driving pleasure

Brand Essence

4. Create the Brand Positioning Statement — a brief and clear expression of how you want the brand to be viewed by your target audience.

Example:

Zipcar - To urban-dwelling, educated techno-savvy consumers (*target*), when you use Zipcar car-sharing service instead of owning a car (*competitive frame*), you save money while reducing your carbon footprint (*differentiation*).

Brand Positioning Statement

5. Review your answers and prepare your presentation.