Creating a Brand

Goal: to create a brand with a well described brand personality.

Role: You are starting a new business and are working to develop your brand personality to start marketing your product or service.

Audience: You ideal customer. Think of age, income, education, sex, geography.

Situation: You are starting a new business and are trying to establish a brand personality. The financial aspect of the business is in order and you must now focus on getting your business recognized and remembered.

Product: You will create a presentation to show off your business to potential customers or users. The presentation will include a website on which you will display a paragraph on brand personality, mission statement, marketing strategies, customer profile.