

Main Exercise – Brand and Product Building

Let's build the next great bank brand with a product/service that helps people improve their family or business' well-being.

Here's What You Need to Develop:

- Target Audience
- Brand Positioning Statement
- Brand Archetype
- Your Name / Logo
- One Digital Product or Service
- A Description of the Digital Product or Service
- 2-3 Marketing Ideas to Launch your Brand and Service

1. Target Audience

Choose your audience and identify their key traits. Create a persona to "bring them to life." Include as much clarifying information as possible about your audience. Here are some examples of what to include:

- Age
- Gender
- Education background
- Purchasing power
- Job
- Favorite brands
- Location
- Motivations
- Consumption habits

2. Brand Positioning Statement

Develop your positioning statement. Start by using the format we discussed (shown below), but also make it your own! You can use either of these templates as a starting point.

[Your brand] provides [your offering/benefit that makes you better than competitors] for [your customers] who [customer needs] because [the reason why your customers should believe you are better than competitors].

[Our company] is targeted toward [core customers] who want [what they want]. [Our company] offers [how you propose to give the customer what they want] and makes customers [how your company makes them feel].

3. Brand Archetype

Reference your “Brand Archetypes Study Resource” and choose what archetype best fits your brand. Explain in 3-4 sentences why you chose this archetype.

4. Name and Logo

Naming your brand can feel like naming a child sometimes, except you have to think about trademarks and competition. For this exercise, don’t worry about the legality of a name; just focus on being creative and tying the name to your service.

If you have time, find the best artist in your group and sketch out a simple logo to show off your name service!

5. Digital Product or Service Name, Description and Key Features

Time to describe your product. As the main offering under your new brand, it may be the only offering or the most important, but you need a great product to create a customer experience. Give your product a name (if it needs one outside of your brand), describe what it does, and list some key features and benefits of the product.

6. 2-3 Marketing Ideas to Launch Your Brand and Product

Great marketing is 50% idea, 50% execution. What tactics would you employ to launch your new brand and product? Why did you choose these?

An example to inspire: a Snapchat ad campaign targeting Gen Z students with rewards on a debit card tied to their favorite local college town restaurants (e.g. Insomnia Cookies).