

Brand Identity: Core Values & Spirit

1-3 below is due after Spring Break

Read Pages 2 - 33 & 148 - 149 in *Designing Brand Identity* by Alina Wheeler (on the web page under week-7)

http://www.janetpihlblad.com/teaching/adva_adver/adva_adver.html

And read Kellogg's company core values, and Nike's core values (links on our web page)

1. Grid of Nine

The nine pictures you found on Getty Images: Make these into a grid, to become part of a continuing assignment. (pictures on Getty images of people who could represent your ideal persona). Think of these as representing as your customer base. Arrange them in a grid, for convenience (in Photoshop, put them together as one file/image).

2. List of Other Brands

Look at your customer base. What are the brands to which they are already loyal? Use your imagination, for which products/businesses do they feel brand-loyalty? Please make a list.

3. List of Maxims/Core Values

What sort of values in a brand are important to these people? You will need to do some research for this, and I hope you find it inspirational and educational. First choose some brands, and look on the internet for their mission statements and core values, or maxims or guiding principals. For instance, the Nike site lists some as: *"It is our nature to innovate; Simplify and go..."* Kellogg's has a list that includes, *"Show respect for and value all individuals for their diverse backgrounds, experiences, styles, approaches and ideas"*

List the values or maxims which you like, and which you think matter to these nine customers. Pay attention to the kind of efficient wording used to concisely convey strong qualities.

Advertising is as much about language skills as about visual skills. After you have listed as many as you feel apply, choose your three top favorites to discuss.