BRAND STRATEGY WORKSHOP







WHY DO YOU NEED **A BRAND** STRATEGY?!

MARKETPLACE

••SELL TO YOUR TARGET AUDIENCE

STRATEGY BACKED BUSINESS

@WITHKELLYBENNETT



DIFFERENTIATE YOUR BRAND IN A CROWDED

BUILD A MODERN CONSUMER BRAND &

THIS WORKSHOP WILL HELP YOU CONCEPTUALIZE THE MOST IMPORTANT ASPECTS OF YOUR NEW BRAND STRATEGY!

YOUR BRAND & PRODUCTS IN THE MARKET PLACE





WHAT IS YOUR BRAND STORY?

WRITE 3-5 SENTENCES ABOUT HOW YOUR BRAND STARTED, WHY YOU STARTED IT, AND THE VISION YOU'RE BUILDING

WHAT IS YOUR FOUNDER **STORY?**

WRITE 3-5 SENTENCES ABOUT WHY YOU STARTED IT, YOUR CAREER BACKGROUND, AND HOW YOU'RE BUILDING THE BRAND





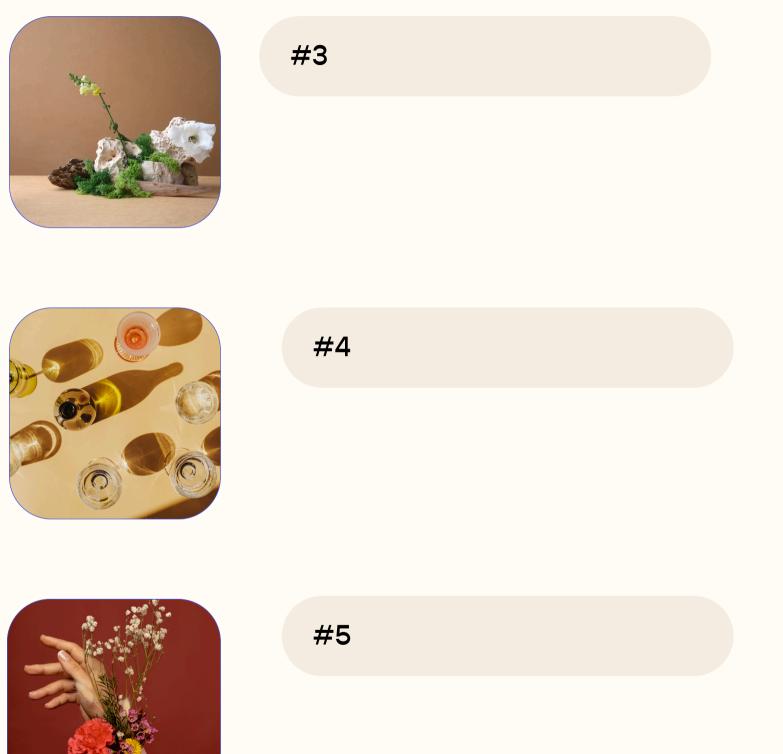
WHAT IS YOUR HERO PRODUCT?

THIS IS THE PRODUCT YOUR BRAND IS MOST KNOWN FOR & BEST SELLER

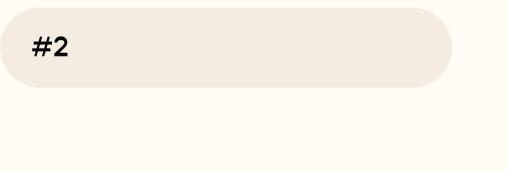
WHAT MAKES YOUR BRAND & PRODUCT DIFFERENT?













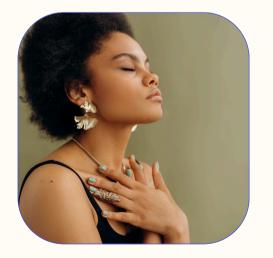




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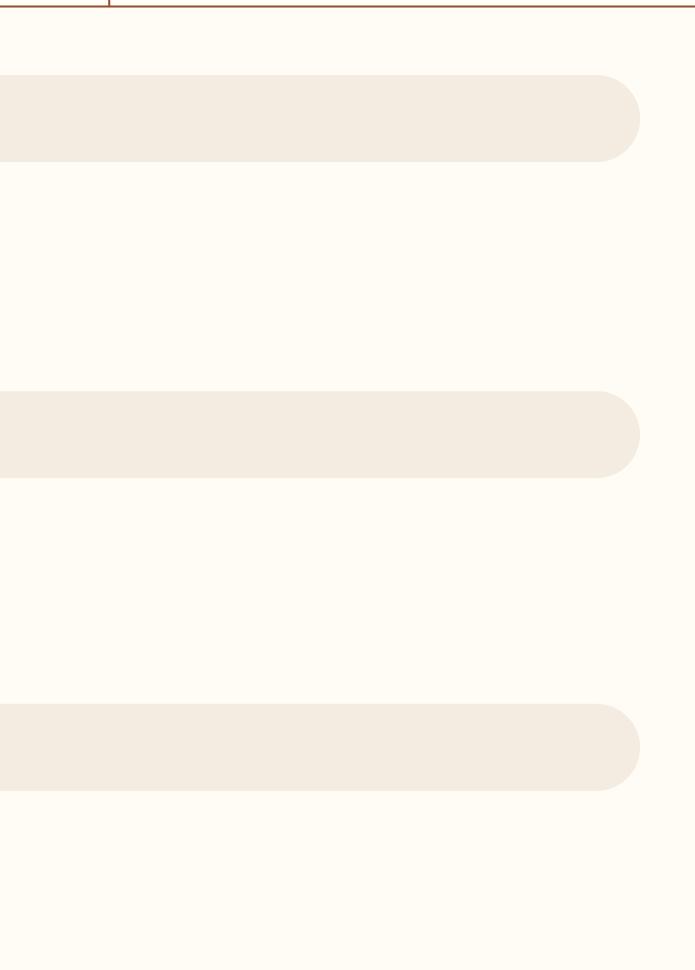
LIST YOUR BRAND VALUES





#2

#3



WHAT IS YOUR BRAND VISION & MISSION?

WRITE 3-5 SENTENCES ABOUT WHAT YOU DO AND HOW YOU DO IT



••MAKE YOUR BRAND THE OBVIOUS CHOICE TO YOUR TARGET AUDIENCE

WORKSHOP

DESCRIBE YOUR TARGET CUSTOMER



WHAT'S THEIR PROBLEM YOUR PRODUCT FIXS?





WHAT ARE THEY CURRENTLY BUYING NOW INSTEAD?

WHAT'S THEIR LIFESTYLE?

WORKSHOP



#1

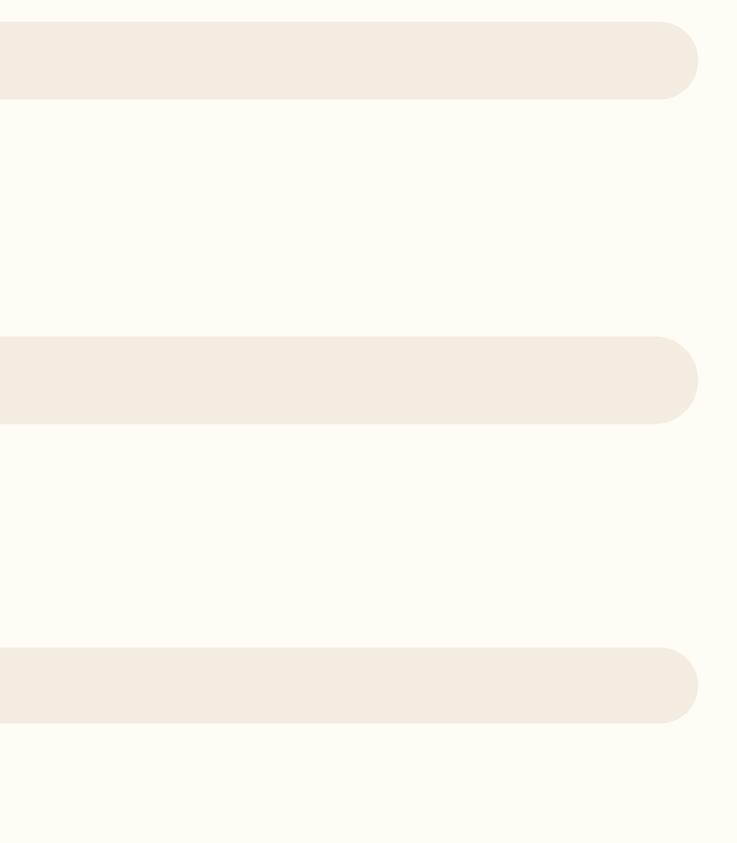
SELLING POINTS

WHAT MAKES YOUR TARGET CUSTOMER SAY 'YES!'



#2

#3





MARKETING STRATEGY

BRAINSTORMING 3-5 CONCEPTS TO COMMUNICATE TO YOUR TARGET MARKET



CONTENT

Brainstorm your answer!





EMAILS

Brainstorm your answer!



PARTNERSHIPS

Brainstorm your answer!



ACTIVATIONS & EVENTS

Brainstorm your answer!



COMMUNITY BUILDING

Brainstorm your answer!

MONDAY



BTS

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copy	
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TUESDAY



STORYTELLING

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WEDNESDAY



COMMUNITY

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REEL

THURSDAY



PRODUCT

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FRIDAY

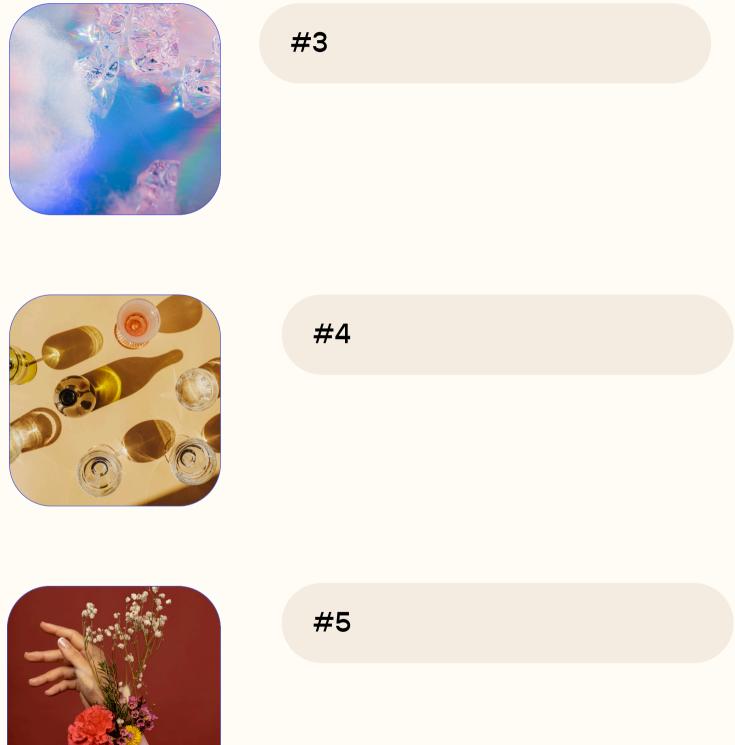


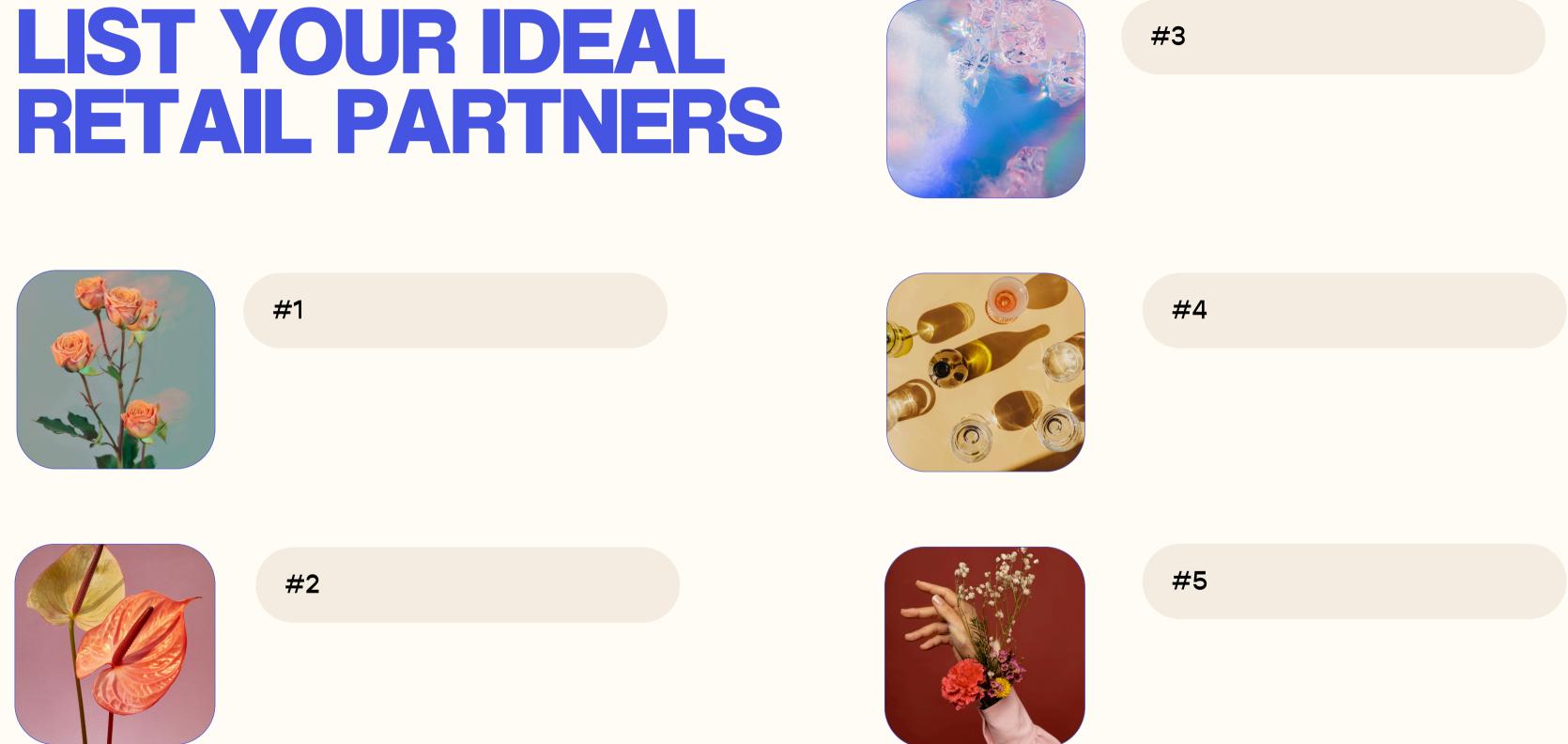
RETAILER

сору









HOW DOES YOUR PRODUCT BRING VALUE TO A RETAILER?

DRIVING COMMUNITY ENGAGEMENT, ACTIVATIONS, MEDIA ATTENTION, CONTENT CREATION, ETC.



WHAT'S YOUR **ELEVATOR PITCH?**

GO BACK TO YOUR ANSWERS THROUGH OUT THIS WORKSHEET AND WRITE YOUR PITCH IN 3 SENTENCES



WHAT ACTION WILL YOU TAKE TODAY TO BUILD YOUR BRAND?

SEND ME YOUR ANSWER @WITHKELLYBENNETT



CREATED BY KELLY BENNETT

Kelly Bennett (she/they) is a New York City based brand strategist for emerging food & beverage brands. She has built award-winning emerging brands for the past 14+ years. Clients featured in Adweek, LA Times, CNN, and Forbes.

Kelly's brand strategies are known building founder-led brands, community activations, partnerships, and storytelling content.

She has spoken at CreativeMornings, African Food Changemakers, Hot Bread Kitchen, NY NOW and Food Biz Wiz.

Weekly, she interviews people building cool brands on 'Emerging Brands Podcast'.

START YOUR BRAND STRATEGY HERE

