

BRAND STRATEGY

WORKSHOP

WITH KELLY
BENNETT





WHY DO YOU NEED A BRAND STRATEGY?!

🔍 DIFFERENTIATE YOUR BRAND IN A CROWDED
MARKETPLACE

👁️ SELL TO YOUR TARGET AUDIENCE

💰 BUILD A MODERN CONSUMER BRAND &
STRATEGY BACKED BUSINESS

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



**DIFFERENTIATE
YOUR BRAND &
PRODUCTS IN THE
MARKETPLACE**



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?



#1



#2



#3



#4



#5

LIST YOUR BRAND VALUES



#1



#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**

DESCRIBE YOUR TARGET CUSTOMER



WHAT'S THEIR PROBLEM YOUR PRODUCT FIXS?



WHAT ARE THEY CURRENTLY BUYING NOW INSTEAD?



WHAT'S THEIR LIFESTYLE?

SELLING POINTS

WHAT MAKES YOUR TARGET CUSTOMER SAY 'YES!'



#1



#2



#3

 **BUILD A COOL
CONSUMER BRAND**

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

copy

REEL

TUESDAY



STORYTELLING

copy

REEL

WEDNESDAY



COMMUNITY

copy

REEL

THURSDAY



PRODUCT

copy

REEL

FRIDAY



RETAILER

copy

PHOTO

LIST YOUR IDEAL RETAIL PARTNERS



#1



#2



#3



#4



#5

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](#)