

## BRAND PROMISE

Your promise isn't your mission statement or tagline, but it is the essence of your brand and captures the brand ideal in a simple sentence. It is a great way to ensure continued focus on the ideal as the brand grows, every decision can be held up to it as a litmus test. The starting point for the promise is typically articulated by completing the following statements:

**We exist to** \_\_\_\_\_ .

or

**We believe in** \_\_\_\_\_ .

This statement needs to be meaningful and make a difference in the life of the customer and employees.

The best brand promise speaks to the human desire for self-fulfillment and reaching their full potential. The brand promise can sometimes feel lofty and highly idealistic, but that is ok as long as it is distinctive and truly supports the brand's soul. It needs to work for your brand, your employees, and your target audience. It is a statement all employees can learn quickly and apply it to how they treat and help customers as well as solve business issues.

To find your brand promise or improve your existing promise, start by looking at fundamental human values.

Ask these questions about your brand:

- Is the brand helping to achieve status or other types of self-actualization?  
(Exploration, creativity, morality, achievement, spontaneity, respect, confidence, bonding, legacy, acceptance and solutions)
- What type of positive emotions does the brand create?
- Does the brand help establish connections? How does the brand impact society positively?
- What would the brand or company founder(s) say inspired them to create the product?  
What human need(s) were they moved to satisfy?

## BRAND PROMISE

Have internal and external—from receptionist and CEO to customers and vendors—to answer the following questions. Let them know that, as part of your branding strategy, you're clarifying the way your business promise is interpreted, and you'd appreciate their responses to the following questions.

- How likely are you to recommend (Business Name) to your friends and family?
- When you think about (Business Name), what is the first thing that comes to mind?
- What does (Business Name) do?
- What is (Business Name) passion?
- What does (Business Name) value?
- What does (Business Name) stand for?
- What do you like most about (Business Name)?
- What do you like least about (Business Name)?
  - What solution do you suggest to fix the problem?
- What is (Business Name) superpower?
- What does (Business Name) do better than anyone else?
- What does the competition do better than (Business Name)?
- Why do customers choose (Business Name)?
- What do they seek from (Business Name) that they can't get elsewhere?
- What attributes do they count on from (Business Name) that they would find the hardest to replace if our business wasn't available to them?

**Take these answers and fill in the chart on the next page.**

## BRAND PROMISE

1. List all the reasons customers choose your business and the attributes they count on only your company to deliver.
2. Circle all the attributes you're confident that you can deliver consistently and upon which you're willing to stake your reputation.
3. Put a checkmark next to those attributes that are compelling to customers and to your internal team – the ones you can proudly rally around.
4. Make a shortlist of business facets from the checked items that are most assured, most compelling, most believable, and most consistent with the character of your company.

### Reasons

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### Attributes

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### Examples

**Reason:** Customer Service.

**Attribute:** We walk customers through every step of the process.

**Reason:** Quality.

**Attribute:** Our product is manufactured to last 2x longer than the competition's

### Short List

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## BRAND PROMISE: IDEA SHEET

Write down 10 ideas for your brand promise.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Craft Your Brand Promise:

Here are some brand promise examples to inspire the process.

### Brand Promises

**Google:** To organize the world's information and make it universally accessible and useful.

**Apple:** Empower creative exploration and self-expression.

**Johnnie Walker:** Celebrating journeys of progress and success.

**Red Bull:** Energize the world.

**MasterCard:** Make the world of commerce simpler, more flexible.

**Zappos:** Deliver happiness through WOW service.

**eBay:** Town market.

**GE:** Imagination at work.

**People Magazine:** Good journalism about people.

**Disney:** Fun family entertainment.

**Cleveland Clinic:** Complete confidence.

**Coca-Cola:** "Originality" "Classic Refreshment"

**Southwest Airlines:** Dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.