



Brand Exploration Kit

Discovering Your Story,
Positioning, and Market Identity

Introduction

This workbook helps organizations clarify:

- Who you are
- Why you exist
- Who you serve
- Why customers choose you
- How your brand should feel
- How to translate that into marketing

Section 1: Brand Foundation

Understanding the Core Identity

Before defining marketing, you must understand the company's internal truth.

Exercise 1: Brand Origin Story

Document how the company began.

Prompts

- What problem existed before the company was founded?
- What frustration or gap inspired the creation of the business?
- What moment made the founders say “someone has to fix this”?
- What early decisions defined the brand?

Fill-In

Question	Answer
The problem that existed	
The insight that sparked the idea	
The first product/service created	
The mission behind the company	
The moment we knew it was working	

Exercise 2: Founder Motivation

Brands are strongest when their founders' motivations are clear.

Prompt

Complete the sentence:

We started this company because we were tired of

Then expand:

What frustrated you about the industry? ‘

What did customers deserve that they weren't getting?

Exercise 3: Brand Beliefs

List the beliefs the company holds about the industry.

Example format:

Industry Assumption	Our Belief
Software should be complex	Technology should feel effortless
Wine clubs are declining	Poor club design is declining

Industry Assumption	Our Belief

Section 2: Customer Discovery

Who the Brand Exists For

A brand cannot exist without a clearly defined customer.

Exercise 4: Ideal Customer Profile

Define the customer in detail.

Attribute	Description
Demographics	
Professional role	
Industry	
Budget range	
Buying triggers	
What keeps them up at night	
What success looks like for them	

Exercise 5: Customer Pain Mapping

Map the customer journey before your brand.

Stage	Customer Emotion	Problem
Discovery		
Research		
Purchase		
Use		

Then answer: What part of this journey frustrates them most? Where does your brand create relief?

Exercise 6: Customer Transformation

Great brands sell transformation, not products.

Prompt

Before working with us, customers feel:

After working with us, customers feel:

Before	After

Section 3: Differentiation

What Makes You Distinct

This section helps brands identify why they win in the market.

Exercise 7: Competitive Landscape

List your competitors.

Competitor	Strength	Weakness	Their Positioning

Exercise 8: The “Why Choose Us” Exercise

Finish the sentence:

Customers choose us instead of competitors because _____.

Then identify 3 specific advantages.

Advantage	Why It Matters

Exercise 9: Functional vs Emotional Value

Brands compete on both.

Functional Value	Emotional Value
Saves time	Makes customers feel confident
Easier workflow	Reduces stress

Exercise 10: The Brand Differentiation Triangle

Identify your position across three dimensions:

Dimension	Where You Sit
Price	Premium / Value / Mid
Complexity	Simple / Advanced
Experience	Transactional / Relationship

Section 4: Brand Archetype Discovery

Archetypes help determine the tone and emotional positioning of a brand.

Exercise 11: Archetype Assessment

Score each archetype from 1–5.

Archetype Cheat Sheet

Archetype	Score
Hero	
Sage	
Explorer	
Creator	
Rebel	
Caregiver	
Magician	
Ruler	
Everyman	
Lover	
Jester	
Innocent	

Archetype	Core Motivation	Brand Style
Hero	Achievement	Bold, confident
Sage	Knowledge	Intelligent/Insightful
Explorer	Freedom	Adventurous
Creator	Innovation	Imaginative
Rebel	Disruption	Challenging norms
Caregiver	Protection	Supportive
Magician	Transformation	Visionary
Ruler	Control	Premium/Authoritative
Everyman	Belonging	Friendly
Lover	Connection	Sensory
Jester	Joy	Playful
Innocent	Simplicity	Pure

Top scoring archetypes represent your brand.

Section 5: Brand Personality

Define how the brand behaves.

Exercise 12: Brand Personality Sliders

Mark where your brand sits.

Trait	Left	Right
Formal	Casual	
Playful	Serious	
Premium	Accessible	
Analytical	Emotional	
Bold	Subtle	

Exercise 13: Brand Voice

Choose 5 adjectives.

Examples:

- _____ Confident
- _____ Clear
- _____ Friendly
- _____ Expert
- _____ Optimistic

Section 6: Brand Story Framework

Use storytelling to define the brand narrative.

Exercise 14: The Brand Narrative

Complete this story structure:

The Problem

The industry used to _____.

The Conflict

Customers struggled because _____.

The Insight

We realized _____.

The Solution

So we built _____.

The Outcome

Now customers can _____.

Section 7: Brand Messaging Pillars

Define the themes that appear repeatedly in marketing.

Exercise 15: Messaging Pillars

Identify 3–4 key pillars.

Pillar	Description
Ex: Innovation	Forward thinking technology
Ex: Simplicity	Removing complexity
Ex: Partnership	Supporting customers

Section 8: Tagline Exploration

Develop potential brand taglines.

Exercise 16: Tagline Frameworks

Outcome Based

"We help _____ achieve _____."

Belief Based

"Because _____ should be _____."

Movement Based

"Building a better _____."

Section 9: Marketing Concept Development

Translate the brand into marketing campaigns.

Exercise 17: Core Marketing Angles

Identify 5 marketing narratives.

Concept	Message
The Problem	Why the industry is broken:
The Future	What the new model looks like:
The Tool	Product capabilities:
The Customer	Success stories:
The Movement	Cultural shift:

Section 10: Brand Experience

Ensure the brand is consistent everywhere.

Exercise 18: Brand Touchpoints

Map where customers interact with the brand.

Stage	Experience
Website	
Sales	
Product	
Support	
Community	

Section 11: Brand Visual Identity

Define the aesthetic.

Exercise 19: Visual Moodboard

Collect examples for:

- Color palettes
- Typography
- Photography style
- Icon style
- Illustration style

Questions:

- Should visuals feel modern or classic?
- Organic or technical?
- Minimal or expressive?

Section 12: Brand Promise

The final statement of value.

Exercise 20: Brand Promise

Finish:

We exist to help _____ achieve _____
by delivering _____.

Section 13: Final Brand Summary

Compile answers into a single page.

Element	Definition
Mission	
Vision	
Customer	
Differentiator	
Archetype	
Voice	
Messaging Pillars	
Tagline	