JETPACK

STAGE 3

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BRAND IDENTIFICATION

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INTRODUCTION

Each workshop within this series is intended to build and develop upon each other, acting as pieces of a whole. This third stage is built to help you understand the core elements to your brand and how those help to tell your story. Throughout this process you will achieve the following goals:

- An understanding of the attributes for your brand
- Identification of your brand's archetypes
- How your brand's story relates back to what your customers experience
- A home in on your primary and initial target customers

The objective of this workbook is to provide you with a written resource that works along side the workshop session. Each of the four stages provide a workbook tailored to the goals and method of the event. It is your objective to write and store your data from the workshop within the workbook provided. As you take part in each of the following workshops you will have a compiled resource book that is geared toward understanding your business or organization's soft assets.

PROCESS

JETPACK© is a four-stage toolkit for identifying and developing the soft assets of your venture. Each stage is designed and organized to build upon one another while providing you with a process and series of tools to better understand your venture's business model, brand, and development needs. As you move through the stages, JETPACK© will provide you the capability and empowerment for starting your venture be it a new business or non-profit organization.

BUSINESS IDENTIFICATION

Understanding how the opportunity is delivering value to its future customer within a business context.

MARKET IDENTIFICATION

Identifying the assets in a community, global, or market landscape that have an influence on your concept.

BRAND IDENTIFICATION

Capturing the elements that surround the opportunity to cultivate and develop and authentic brand and story.

GOAL IDENTIFICATION

Building the foundation and ability to assess, identify, and move forward with the future opportunity.

DIFFERENT & GOOD MATRIX

The Different & Good matrix, from Marty Neumeier's *Zag*, is a useful tool for visualizing what makes you different and better from the competition that currently exists in your market. This is an opportunity for you to plot the competition that you identified within Stage 2 to see where they stand against your value proposition. This matrix is broken down into four simple sections that will aid you in understanding where you are and where you need to move to better differentiate your brand.

NOT DIFFERENT AND NOT GOOD

This is the market competition that typically exists and does not provide any form of differentiation or no added value to the market or industry. They may be giants within the industry that do not know how to turn their ship by offering better services, products, or experiences. If you find yourself in this category how might you frame your value proposition and the final delivery so that you might begin positioning your company in a new light?

DIFFERENT BUT NOT GOOD

The Different but Not Good segment is made of competitors that may be providing a difference in value within the market; however, their services or products may be poor. Companies within this category might be providing a unique value, but they may not understand how to deliver that value in a positive way that is reflective of their brand. As you asses your standing within the matrix, how would push to transform your business so that it delivers a better product or service?

NOT DIFFERENT BUT GOOD

The third quadrant of the matrix looks at your competition that might not be different in value; however, their product or service is successfully delivered and works effectively. Examples of this could be two social networks that compete within the same market for their digital services. While both companies might be virtually similar, the delivery of one is so strongly done that it is able to continuously develop its user base.

DIFFERENT AND GOOD

This area is the best for differentiation. Companies that can move into this section of the matrix have a strong capability to truly deliver new and unique value by side stepping their competition. When a company can move into this region it is able to provide something new to the market that is not just different and innovative but is also well designed, functional, and user-friendly.

DIFFERENT & GOOD MATRIX

DIFFERENT BUT NOT GOOD	DIFFERENT AND GOOD
NOT DIFFERENT AND NOT GOOD	GOOD BUT NOT DIFFERENT

BRAND ATTRIBUTES

Your venture's Brand Attributes are the gut meaning and language used by you to tell the story of your brand. Brand Attributes are words that describe the business, its goals, values, essence, and purpose for existing. In this exercise you will be identifying a series of words that best represent your company's brand and categorize them into two primary areas: Rational and Emotional. You can choose as many words as you feel are relevant and will be plotting them on the spectrum. Those placed furthest from the center to be considered extreme representations while those that lie in the center are more neutral. It is important to note that words can have more than one meaning and be used more than once on the spectrum. For example, the word collaborate can mean both the activity of working with others as well as the emotional feeling of teamwork. In this case you could place the word twice on the spectrum but be sure to note the differences in meaning if you do.

RATIONAL ATTRIBUTES

Rational Attributes describe directed actions, decisions, and thoughts. These can be words that emphasize doing over feeling and tend to be more aligned with reality and meaning. Examples are:

- Sustainable
- Empowering
- Adaptive
- Connective
- Agile

EMOTIONAL ATTRIBUTES

Emotional Attributes are the words that are associated with feeling and sensations over simply action. These words bring an emotional meaning to the brand and can represent a sense of advocacy and drive. Examples of this are:

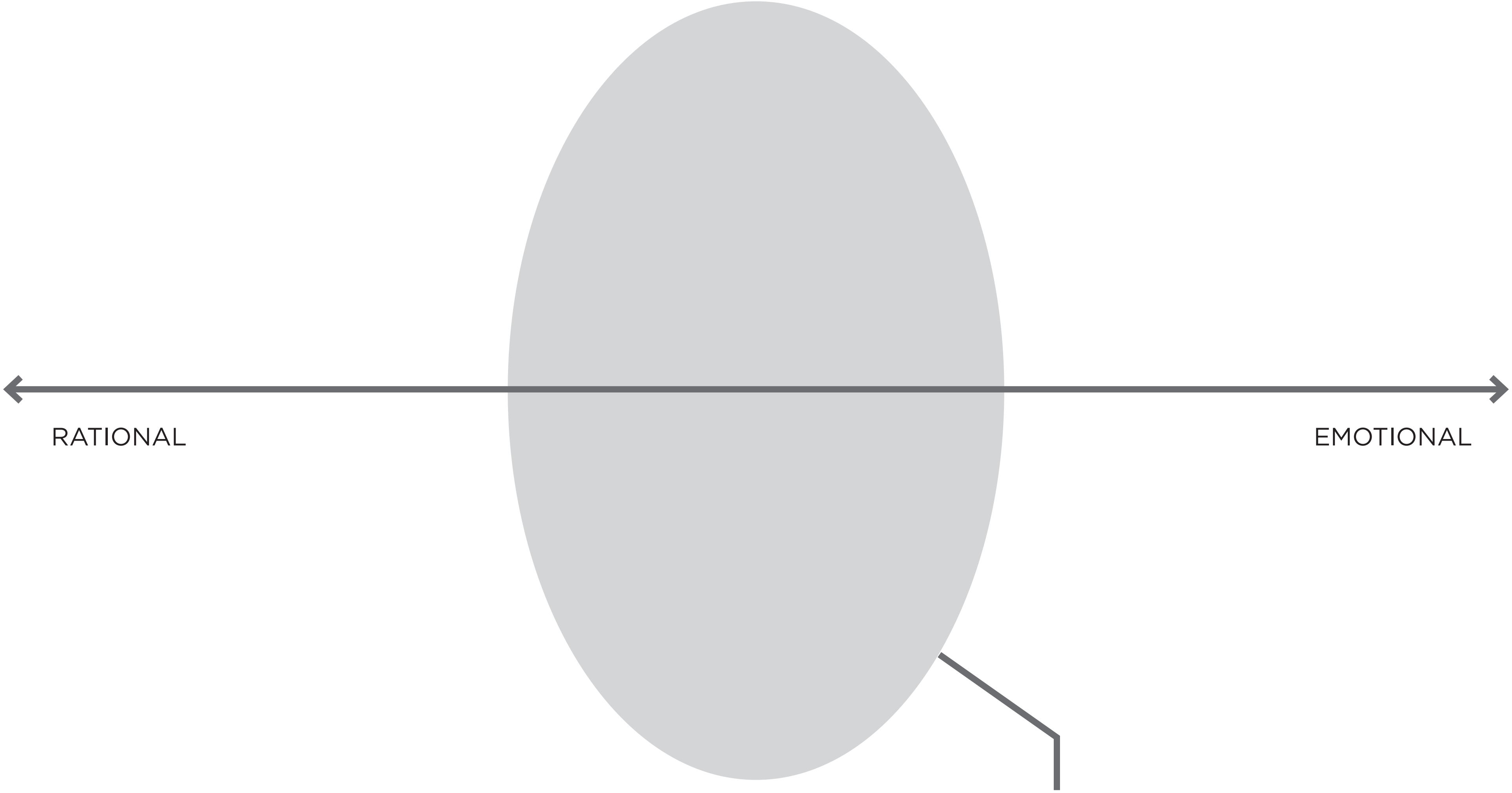
- Brave
- Passionate
- Empathetic
- Empowered
- Thoughtful

CORE ATTRIBUTES:

The attributes that fall most centrally within your spectrum act as your Core Attributes. These are words that strike a balance between the Rational and Emotional spectrum and can offer a dynamic drive and representation for the brand. Within this region it is best to pick five to ten that you consider your most preferred.

It is good to note that the attributes that lie outside of the Core section can be leveraged as a word bank when developing content for your brand.

BRAND ATTRIBUTES



RATIONAL

EMOTIONAL

CORE

BRAND ARCHETYPES

Brand Archetypes are descendants of the archetypes that exist in stories and are the personification of human character. Archetypes provide your brand a character mythos that can be used to better connect with your customers and provide a structure for how your venture represents itself. The psychologist Carl Jung originally identified 12 archetype characters and there have been many more expanded upon since. For the purposes of this exercise we will use Jung's original 12 along with 16 others from Margaret Hartwell's book *Archetypes in Branding*. Hartwell's book is a valuable tool for understanding the role that archetypes can play in brand development.

Your Brand Attributes, Customer Value Proposition, and Mission and Vision Statements will help guide your choices of the archetypes that are most relevant. Just like people, brands are dynamic and have different characters that they play at different times. To complete this exercise think about the personality types that represent your venture and what it is you do. Go through the list and pick out the five archetypes that best represent your brand. On a second read through, narrow your choices down to the no more than three archetypes. Sometimes your final decisions might seem radically different, however, they might act more complementary when examined further.

THE INNOCENT
Is pure and wholesome and lacks corruption in its life. It is full of trust and belief in wonder and freedom.

THE EVERYMAN
Supportive and resourceful while faithful and trustworthy. Equal representation and inclusiveness are key components to their drive.

THE HERO
Believes in courage, strength, and sacrifice. It is driven by its goals and willing to sacrifice itself in order to triumph over adversity.

THE CAREGIVER
Is compassionate and full of empathy it believes in altruism and giving. The care of others is seen as its responsibility.

THE EXPLORER
Believes in independence and is self-sufficient. Always pushing to find new experiences and is ambitious in its pursuits.

THE OUTLAW
Has the ability to break the rules and take risks. It believes in breaking systems that no longer work and going against the status quo.

THE LOVER
Is driven to affirm and be affirmed, passion, affection, and appreciation make up its core. It is faithful, true, and connected with others.

THE CREATOR
Driven by the desire to make things and develop creative expression. It is highly imaginative and understands how to make meaning.

THE JESTER
Comedy and laughter are key to this archetype. Finding humor and sharing joy with others are its driving forces.

THE SAGE
A seeker of truth and understanding, it is driven by knowledge sharing. It is wise and full of compassion.

THE MAGICIAN
Both clever and intuitive it can take dreams and turn them into reality. Charismatic and creative by nature it will inspire and create awe.

THE INNOVATOR
Curious and able to generate ideas, it loves change and to take risks. Making connections and new insights are key for it to thrive.

THE SHAPESHIFTER
Has the ability to adapt and change at a moments notice. It challenges and questions existing assumptions about situations.

THE AMBASSADOR
Diplomatic through communication and clarity. It looks to mediate issues and bring people together.

THE COMPANION
Loyal and detail oriented, it is a befitting friend to any archetype. It is there to support and offer assistance without judgment.

THE RULER
Both confident and domineering, believing in its power to lead. It can be vigilant in its pursuits and driven by its vision.

THE PIONEER
Has a willingness to step up and take initiative and step into the unknown. It believes in innovation and discovery of the new.

THE RESCUER
It is quick and responsive to almost any situation. This archetype is driven by the need to help and offer support in bad situations.

THE STORYTELLER
Has a natural understanding of the world and is able to connect with many different people. It believes in shared experience and knowledge.

THE ADVOCATE
A champion for the rights of others, it is driven by a sense of purpose and acts on social issues with the conviction to do so.

THE ENTREPRENEUR
Able to handle high levels of risk, ambiguity, and complexity. They can make creative leaps and is driven by accomplishment.

THE MUSE
Inspiring and clear, it can provide motivation for others to achieve their goals. It acts as a source for passion and creativity.

THE PROVOCATEUR
Is fearless and acts as an activator. It believes in challenging the norm to cultivate truth and emotion for those around it.

THE DETECTIVE
Is driven to understand through research and uncover hidden meaning. It leverages fact and intuition to guide its direction.

THE SHAMAN
Able to connect with the world on a spiritual level. Driven to confront danger and act as a catalyst for people.

THE MAVERICK
Fearless and unconventional it is an independent thinker. This archetype will do and say as it pleases in spite of existing norms.

THE GUARDIAN
Acts in the defense of others and through protection. It believes in tradition and the value of established legacy.

THE VISIONARY
Has the ability to offer insight and direction. It uses strategy and systems to see the bigger context and picture.

BRAND ARCHETYPE CHOICES

INITIAL ARCHETYPE CHOICES

List your initial choices and sections for your brand.

FINAL ARCHETYPE CHOICES

List your final choices and record how those archetypes relate to your brand and why.

BRAND ARCHETYPE NOTES

CUSTOMER TARGET GROUPS

Similarly to the asset maps you used in Stage 2 along with the customers you identified within Stage 1, this map is designed to help you home in a focus on your target customers. The Customer Target Groups is designed to help you identify who your initial core customers are so that as you test and conduct your customer research and discovery you will have a base group to look for. In many instances what you think will be your core groups turn out not always to be true and you will have to make what is called a pivot, a strategic move that changes the direction of the business without altering its mission or vision. This map has three categories from which you can plot your target groups.

PRIMARY

These are your expected market customers. They will make up the base of the customers who will buy into your brand by using your products or services. Who from your canvas exercise might act as your primary customers?

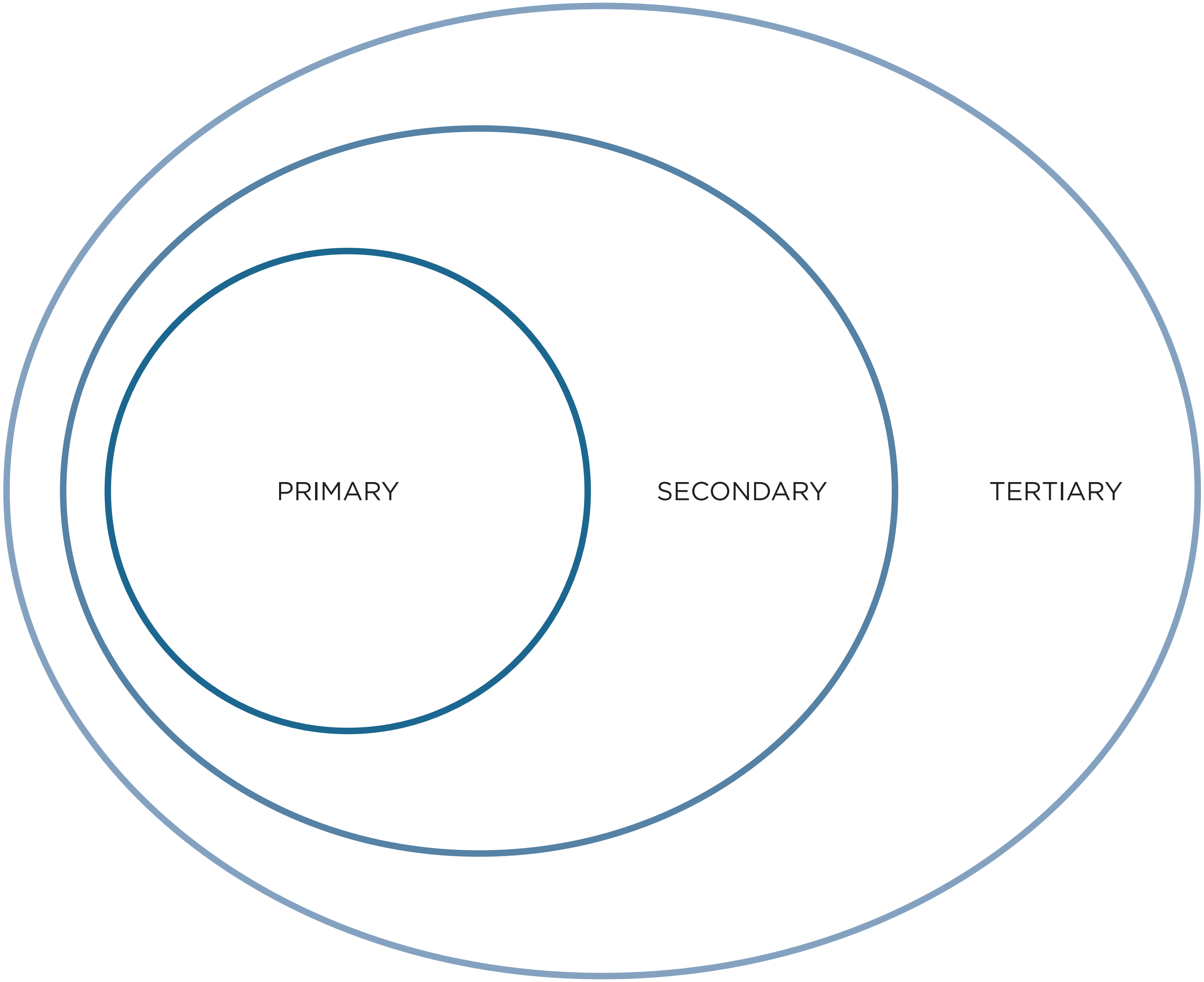
SECONDARY

Your Secondary Customers are those who fall within adjacent markets to your initial group. For example, a customer may by-pass one of your adjacent competitors because you offer something that is more unique to their specific needs. Sometimes, when you are conducting your customer research you will discover that what you thought to be Secondary customers become Primary customers, while your Primary turn out not to be your core.

TERTIARY

The furthest groups on the map are your customers who are currently non-customers or what *Blue Ocean Strategy* calls “unexplored” customers. These are customers that lie in markets outside of your own and who would typically not think to use your brand. These unexplored customers can provide a wealth of opportunity for strategically sidestepping your competition.

CUSTOMER TARGET GROUPS



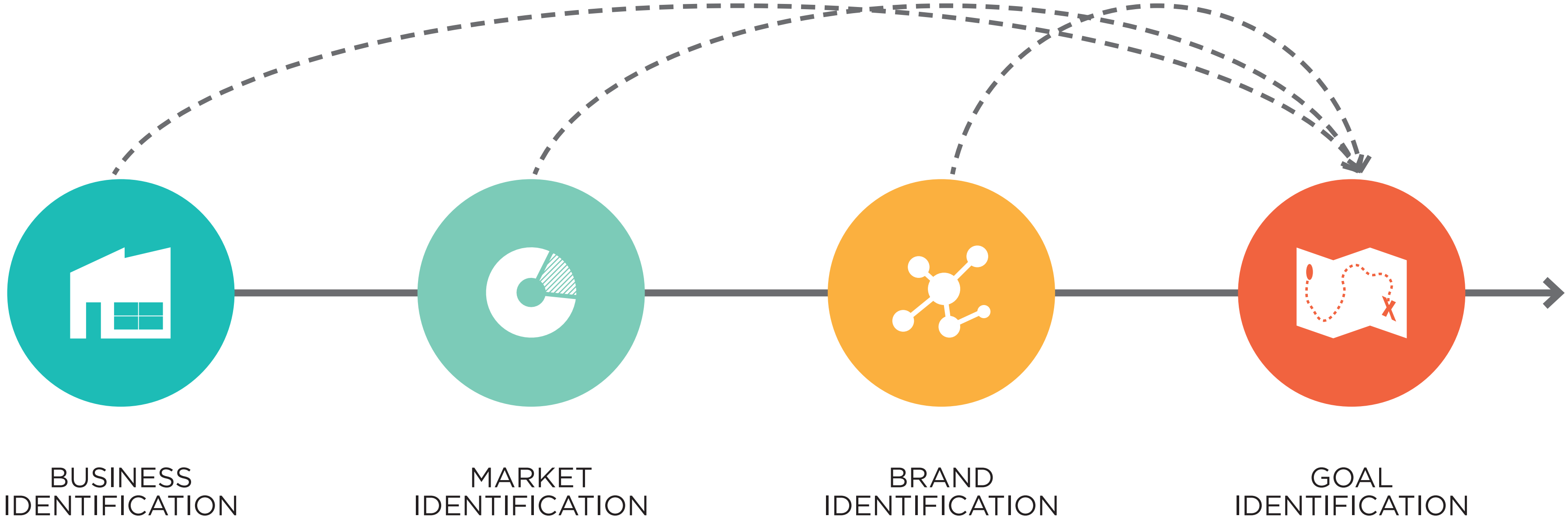
PRIMARY

SECONDARY

TERTIARY

NEXT STEPS

Now that you have developed an understanding of some of the key areas that make up the story of your brand you are ready to move on to Stage 4, the final stage in JETPACK©. The fourth stage is the Goal Identification stage where you will be looking at your next potential steps and how to dive further into your customer discovery by providing you with a series of tools to empower you go forth and take charge of your venture.


BUSINESS IDENTIFICATION
MARKET IDENTIFICATION
BRAND IDENTIFICATION
GOAL IDENTIFICATION

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ABOUT THE AUTHOR

I am a designer, entrepreneur, and researcher who has a deep love for design, technology, and enabling better experiences for consumers. My background has been in strategic planning, brand development, CX, design research and management. Over the course of my career I've worked with startups, SMEs, nonprofits and Fortune 500s to build brands, products and services, and craft transformative strategies through deep consumer insights.

In 2013 I began co-creating JETPACK© for my MFA thesis work on how to leverage design as a methodology for entrepreneurship. This was done alongside the team at Volta Collaborative, Savannah College of Art and Design, and the entrepreneurial economy of Savannah. I believe that design is a critical necessity for any startup and as a process it should be leveraged early and often. By using design as a lens to approach challenges and identify opportunities we can better develop offerings and value propositions that deliver on customer needs and desires in unique and consumer-focused ways.

- Caleb Sexton, Founder/Designer

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