Go Program - 15 May 2018
Branding and Marketing Communication Workshop

Here’s what you need to do:

1. Sit with your new-found entrepreneurial team. (*Preferably no more than 5 members to a table*)

2. If you already have a business idea and are happy to share it with your team members, please do so. *Please be mindful of IP issues.*

3. If you do not already have a business idea, here are some potential ideas that you can work on:

   - Autonomous (driver-less) vehicles
   - Delivering health-related products to patients, eg. Medication, drugs, medical devices
   - An app that reminds people to take medicine
   - Harvesting data from web pages
   - Security device – locking up data in any or all digital devices
   - Meal delivery
   - Party planning
   - Plant Care
   - Aquarium Care
   - Dating service
   - A social enterprise (*charity-based, community-based, environment-based*)

4. Make full use of the A4 sheets, A3 sheets, markers and textas to doodle, draw, and be creative!

5. Your tasks follow…
Task 1: Develop a brand name for your new business

1. Describe your business/product:

____________________________________________________________________
____________________________________________________________________

2. Develop a brand name for your business/product. Be guided by one or all these:

**Meaningful** – benefits, quality, eg. Dropbox, PizzaHut

**Memorable** – helps recall, recognition, eg. Coles, Dell

**Likeable** – aesthetic, appealing, eg. Dropbox, Instagram

**Transferable** – to other categories, globally, eg. Amazon, Dell

**Protectable** – do your research on IP,

**Easy to pronounce** – prepare for domestic and global markets, eg. Don't do a “Nissan Cefiro, Edet toilet roll”

3. Potential names:

____________________________________________________________________
____________________________________________________________________

**Selected name:** _________________________________________________

**Rationale:** _____________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
Task 2: Who are your customers?

1. Consider the following variables:

Geographic – neighborhood, cities, urban/rural, country

Demographic – age, income, generation, life-cycle stage

Psychographics - personality, lifestyle, attitudes, values

Behavioral – needs, benefits, usage, purchase, decision roles, readiness

2. Our customers are:

__________________________________________________

__________________________________________________

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__________________________________________________

__________________________________________________
Task 3: Develop your positioning strategy

1. Establish a unique position in your customers’ mind.
   *Consider what your brand does best and what your customers desire. Think about benefits such as quality, value, comfort, health, convenience, dependable, etc.*

2. Create a desired brand personality and image:
   *Suggestions: authoritative, knowledgeable, serious, warm, kind, fun, cool, quirky, sexy, etc…*

3. Develop a tagline to reinforce your desired positioning:

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*Subway: eat fresh.*

*Apple: Think different.*

*Harley-Davidson: Americans by birth, Rebel by choice.*
Task 4: Your communication strategy

1. **Key messages** *(what do you want your consumers to know?)*
   Be guided by what you have written in your desired positioning – Task 3.1

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

2. **Delivery, tone of voice** *(how will you tell them?)*
   Be guided by what you have written in your desired positioning – Task 3.2

__________________________________________________________________________
__________________________________________________________________________

3. **Select your media channels** *(where will you tell them?)*
   Remember who your target consumers are. How, where do they source information? Tick ✓ from the following:

- Traditional channels – TV, Radio, Newspapers, Magazines, Outdoor and billboards
- Events and experiences
- Public relations and publicity
- Database marketing
- Personal and/or Direct Selling
- Online and social media platform
- Mobile marketing
- Blogs
- Any other bootstrap approaches!
Feel free to doodle on this page and elsewhere!