

# BRAND VALUES WORKBOOK

Interactive ideas to explore and define your healthy food  
and drink brand values



# Our Dealbreakers

These are the things this company  
would NEVER do in business!

MARKETING & PR

SOURCING & MATERIALS

PRODUCTION & TECHNICAL

SALES & CUSTOMERS

FINANCE

ANYTHING ELSE!

TEAM

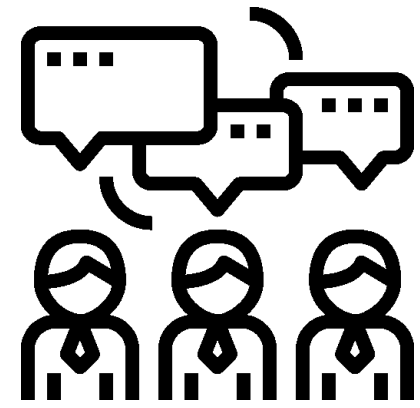
# SO THE OPPOSITE IS ?

WHAT WE WON'T DO REVEALS OUR VALUES

	The Business Sector	Our Dealbreaker	The Opposite Is	Brand Values Words
1.	Production & Technical			
2.	Marketing & PR			
3.	Sourcing & Materials			
4.	Sales & Customers			
5.	Finance			
6.	Team			
7.	Add Anything Else Below			

## Summary of Possible Brand Values Words

# Talk to Your Customers



For your Brand Values to truly be valuable, your customers need to recognise and appreciate them.

Try this exercise to reveal what your customers feel about your brand.

- Discuss your brand with at least 10 your customers and ask them what they think about your business and/or your products.
- Capture what they say or ask them to note down their thoughts.
- Type up a list of all the adjectives they mention.
- Where more than one customer mentions an adjective, be sure to add it as many times as it is repeated.
- Then upload this list into an app such as [Wordclouds.com](https://www.wordclouds.com/) which will create a Word Cloud for you.
- The adjectives which have been repeated most often will dominate the cloud and give you a visually impactful insight into words that may represent your brand values.

Collect together  
images that express  
your feelings about  
your brand values

*Images speak louder  
than words !*

**CREATING A  
MOOD BOARD**

FONTS

can be playful, serious, chic, sassy, vintage  
or on trend - what suits your brand ?

FIND QUOTES & WISE  
WORDS THAT SUM YOU UP

Go Digital or Get Physical

THINK WHICH COLOURS FIT YOUR BRAND





# HEALTHY SNACKING IN YOUR POCKET



Guilt free  
nibbles for when  
temptation  
strikes

## Nutritious NIBBLES



VARIETY IS THE  
VERY SPICE OF  
LIFE, IT GIVES ALL  
ITS FLAVOUR





**BRAND VALUES AFFECT  
EVERYONE IN THE COMPANY  
SO GET THEM INVOLVED !**



## **TALK TO YOUR TEAM**

**Your team are the heart and soul of  
your business.**

**Any brand values that you implement  
directly affect their working  
environment every day.**

**So involving them in defining the brand  
values not only gives you deeper  
insight, but promotes a sense of  
ownership and belonging amongst team  
members.**



# TEAM THOUGHTS

NAME : \_\_\_\_\_

What do the team in the business feel are the company's values ?

How do they experience these in their daily work ?

How do they feel this makes the business unique and appealing ?

Who do they think epitomises what the company stands for ?

What words would they use to sum up the company's culture, ways of working and principles ?

NAME :

Add team member thoughts & words here

NAME :

Add team member thoughts & words here

NAME:

Add team member thoughts & words here

NAME :

Add team member thoughts & words here



# WHO REPRESENTS YOUR BUSINESS ?

Choose an archetype or famous figure and explore how they could symbolise your brand values !

Add a picture here

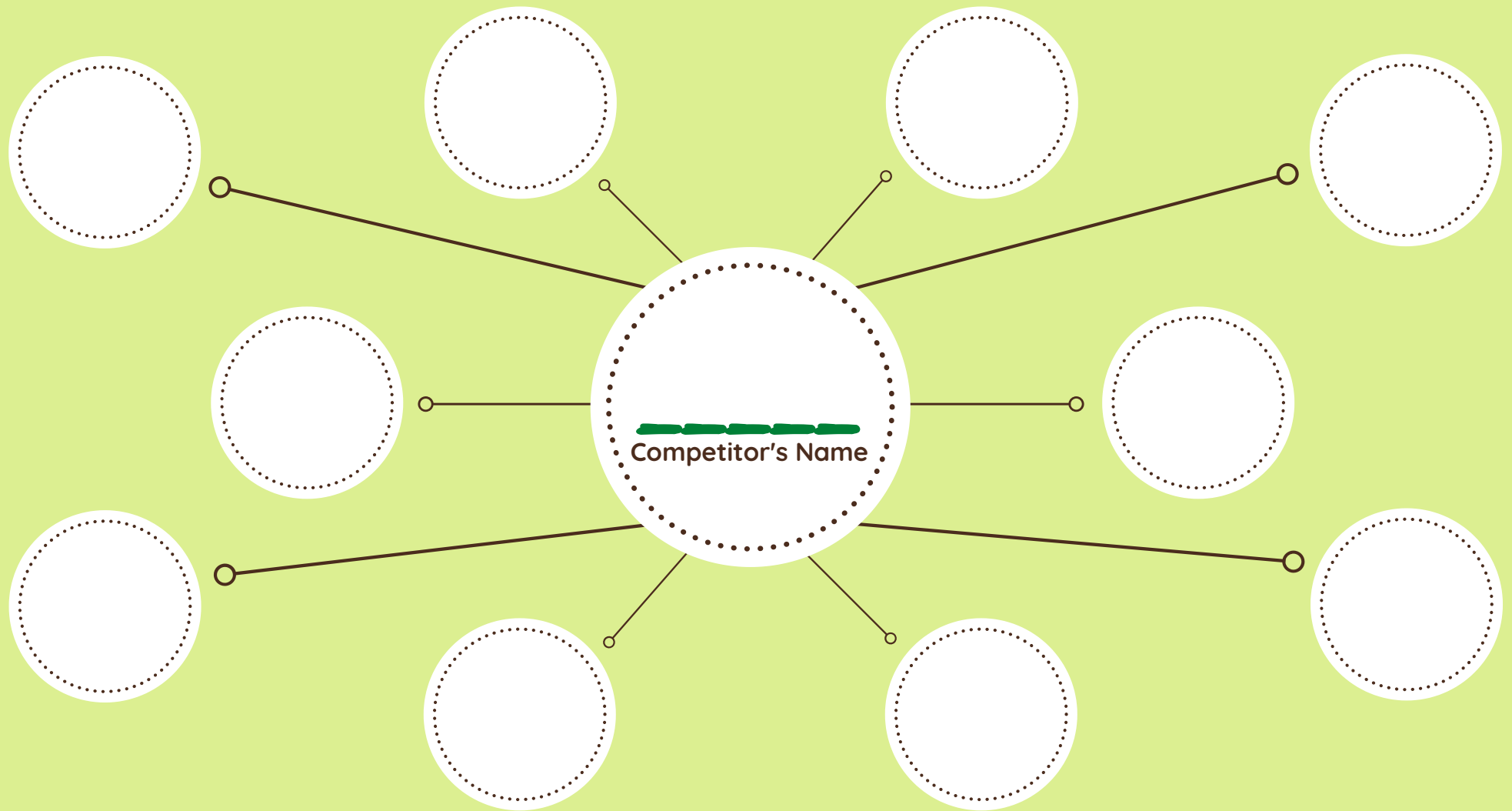


Who Are They?

Significant Traits & Characteristics :

Why Do They Match Your Brand Values ?

What Words Apply To Your Brand Values ?



***MAPPING YOUR COMPETITORS BRAND VALUES CAN HELP YOU  
IDENTIFY YOUR UNIQUE POSITION IN THE MARKET PLACE***

Look at your competitors packaging, website, social media, marketing and PR activities to see what words they use about themselves.

What values are common to you and the sector and where are you unique and special ?