



How to Unlock Your Remarkable Brand

**Brand Foundations Course:
Brand Values, Personality, & Story**

Part of the *Remarkable
brand*TM method

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Your brand is more than your logo, more than the stuff you make, more than the services you provide, and more important than you might think. Dive into the history of branding to see where it started and how brand helps you win in a crowded marketplace.

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Do you know why your organization exists or what it truly values? Discover your brand’s non-negotiable values and see why defining those values will make your brand stronger.

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Laying your brand’s foundation is just the beginning. Now, take the hard work you just put in to develop other aspects of your remarkable brand.

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Save a tree or two by only printing the worksheet portions of each module (designate pages 57-66 in your print dialogue box).

Course overview

Building a brand is much more complex than many people think, and chances are you already know that if you're here looking for guidance on brand building. Welcome!

This “How to Unlock Your Remarkable Brand” Brand Foundations Course will walk you through what a brand actually is, why it's important, and how to think correctly about your brand. Along the way, we will provide exercises and worksheets to get you and your team thinking about what your authentic brand is and how to manifest it.



Different ways to complete this course

- 01 THE QUICKEST WAY:** If you're a busy person and don't have a whole day or even a couple hours to spare to complete this course, consider this a quick read. Skim through the content to learn about branding and its importance and you'll still get a lot out of this.
- 02 BREAK IT UP:** Don't have a full day to spare? Break this course up into bite-size pieces. Each module can be completed in 1-2 hours depending on your team size.
- 03 THE DEEP DIVE:** Want to get the biggest bang for your buck? Set aside an entire day and bring in a few key people to help you brainstorm; building a brand is not a one-person job. Each module builds on each other so it's helpful to do them all in a consolidated time frame.

Tips for success

If you can, **print this course** (or just the appendix, if you want to save a few trees). We find it's helpful to complete these worksheets and write your findings down on paper, so they're not just in your head.

We suggest going through these exercises with **no more than five people**, using the same five people each time for ease and consistency. When you've completed the exercises, **share your team's results** more broadly for feedback. It's best to get to a place of agreement within your small group first so you don't bring too many cooks into the kitchen.

By the end of this course, you'll have a concrete idea of what your brand is, how it acts, how it sounds, and how to integrate your brand into your operations. It's best to **do the course in order**, as each section and exercise builds off the ones previous.

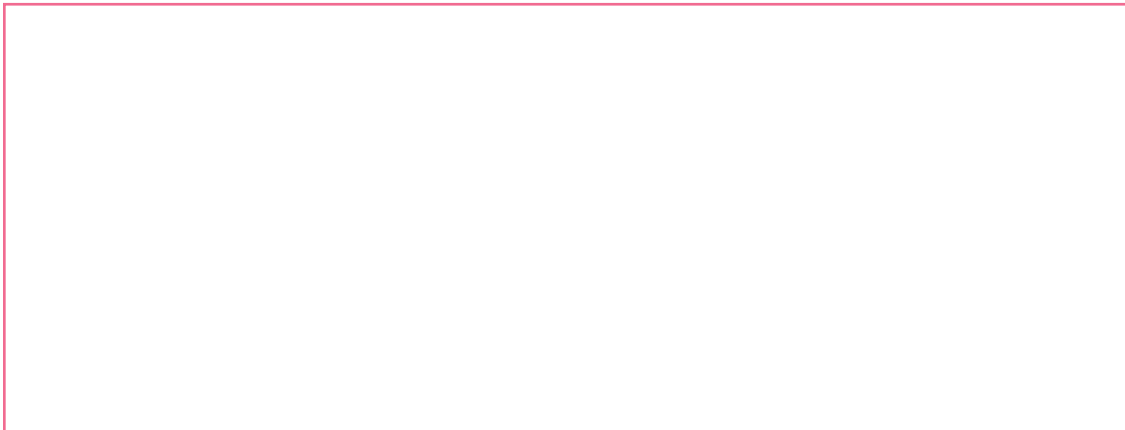
If you have questions along the way, we're always happy to hear from you. Reach out to us at hello@resoundcreative.com.

Now let's get onto the good stuff and get you on your way to a remarkable, compelling brand!

First—let's get subjective

Before we get into the nuts and bolts of brands, let's do a quick exercise to set our minds on the right path.

In the box below, draw a funky picture. Give yourself 15 seconds to draw that funky picture. We'll wait here.



Finished? Looks nice. Now think about this: Who defined “funky”?

You did.

Now consider whether your customer would agree that your picture is funky. If not, did you fail?

No, because you defined it. Just as you defined “funky,” so will you define your brand. If your customers agree with how you define your brand, they’ll tell you. How? Well they might literally tell you but more likely they’ll tell you by buying your products and services and becoming loyal fans.

But what if they don’t agree with your definition and become loyal fans? There are likely two reasons for that:

- 01** You’re not communicating and behaving in alignment with your brand definition (or at least, not well enough).
- 02** Your customers are the wrong fit, likely because your brand definition is, perhaps, different than what you thought it was.

So what happens when you find your true brand and start communicating according to it’s definition?

When you correctly define your brand

Let’s look at a real-life example of the power behind a correctly-defined brand. Back in 1987, Nike found itself a distant third in the sneaker market, trailing behind Adidas and Reebok. Why? Because up until that point, their brand centered almost entirely around professional athletes. They engineered and sold shoes for pros, and only the pros. Those of us who were recreational athletes, serious hobbyists, or occasional walkers were not part of Nike’s brand story audience.



So would you find it surprising to learn that non-professional athletes didn’t consider Nike when they were looking for sneakers?

Knowing what you know now about Nike, you may be surprised to learn that the Nike engineering teams were happy with the state of things. But co-founder Phil Knight wasn’t—this wasn’t how he had envisioned the end of the story. Nike was founded on the principle of helping people achieve victory in their athletic lives. This principle had never changed, but not everyone saw that they could do this for other people beyond pro runners. So Knight worked with his new advertising leader Scott Bedbury and a new agency, Weiden & Kennedy, to change the story. [Read Bedbury’s book, [“A New Brand World”](#) for more of the story.]

Just Do It

That's how the now-famous "Just Do It" tagline was born. Nike's new brand story targeted everyone—weekend warriors, new moms, middle-aged mid-level managers who wanted to get fit—not just the pro athletes. The new narrative was that we **all** can achieve victory at our respective levels as long as we have Nikes on our feet.

The "Just Do It" tagline started as a simple campaign slogan meant to last a mere 18 months. But because it so perfectly embodied the purpose and values of Nike, it has lived on even to this day.

As you can see, there is immense power in a well-crafted, compelling brand story built on the foundation of a brand's true purpose and values.

With this course, you will have the tools you need to start building your own brand that, just like Nike's, can stand the test of time. This course will challenge what you think a brand is and is not, help you define your authentic brand, and start building on what makes your brand truly remarkable.

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You are
Remarkable