

5 LEVELS OF BRAND MEANING

(1 LEVEL LESS THAN KOTLER'S 6 LEVELS)

1.

Culture

e.g. fun
fast paced
agile
supportive
open

2.

Customer

e.g. male
balancing work/life
overwhelmed
multitasking
SME business owner

3.

Voice

e.g. relaxed
informal
energetic
detailed
concise

4.

Feel

e.g. comfortable
safe
secure
important
informed

5.

Impact

e.g. better served
charged
improved quality
professional



BRAND STATEMENT

Your Name

Your Service / Product

2.

Customer

provides

to

1.

Culture

3.

Voice

in a

platform with a

voice. Helping them feel

4.

Feel

5.

Impact

and have

