

We Are & We Are Not Activity

Activity inspired by <http://branding.cards/>

This activity will help you figure out the main characteristics that best describe your brand. Gather your team—the people who know your brand best. You'll be writing down adjectives on cards or pieces of paper to describe your brand and the way you want to be seen by your customer. After, you will divide those cards into 3 piles: We Are, We Are Not, and Not Applicable. By the end you'll want to have just a few adjectives that describe your brand in the We Are pile to help you decide on your brand. Ready to start?

What You'll Need:

- Note cards or scratch paper cut into small pieces
- Pens or markers

What You'll Do:

1. Distribute 10-15 note cards to each team member.
2. Ask each team member to write down a descriptive word or short phrase for your company on each card.
3. As a team, start organizing all the cards into 3 categories: We Are, We Are Not, and Not Applicable. Keep in mind, these words should describe how you want to be perceived by the customer.
4. Narrow down the We Are and We Are Not categories down to 4-7 cards.
5. Finalize your cards. Make sure the whole team agrees with the organization. If not, discuss and come to a conclusion as a group.

What's Next:

Now you've got the most important words for your brand. It's time to apply it to your business! You can use these words as a guide for building your brand. These adjectives can be conveyed through many things throughout this unit, especially the name of your business and the name of your product (your app).

They can also come in handy when you are developing your visuals, too! If your company adjectives are "young" and "fun", you might want to use a lot of different bright colors, whereas if your company was "serious" and "professional" your might use simple, sophisticated colors instead. As you build your brand throughout this module and the competition, ask yourself if these are consistent with the adjectives you came up with in this activity.