



BRAND PURPOSE Program

BBF FUTURE Program

The Brand Purpose answers the question **why the brand exists and what it strives for**. It is based on core beliefs and values. A strong brand purpose is an **essential growth driver** for the brand: it motivates customers, employees and other relevant stakeholders and guides brand decisions and activities. Studies* have shown that brands with a compelling brand purpose **grow 3x as fast** as brands without this clear direction.

Objective:

The objective of the Brand Purpose Program is to develop and consistently activate a powerful brand purpose. The first step is to gain clarity about the core beliefs behind the brand. In a second step a compelling brand purpose is created and activated across all areas related to the brand.

Target Group:

- ✓ Brand Team & Marketing leadership
- ✓ Market research

Content:

- ✓ The key to a powerful brand purpose
- ✓ Purpose development using the BBF Purpose Framework
 - Brand history
 - Core beliefs and brand values
- ✓ Purpose – inspiring wording
- ✓ Purpose activation
 - Make the purpose broadly visible and noticeable
 - The role of the Brand Artist

Methods:

- ✓ BBF PURPOSE Framework
- ✓ Brand PURPOSE examples
- ✓ Group work and discussions
- ✓ Consumer interviews for qualitative feedback

Duration:

- ✓ Is developed individually

Participants:

- ✓ 4-10 participants

Preparation:

- ✓ Brand history
- ✓ Brand positioning & values

Contact us for a specific and tailor-made offer: start@berges-facilitation.de www.berges-facilitation.de

*Jim Stengel: GROW – How Ideals power growth and profit at the world's 50 greatest companies