

## BRAND

What does your brand want to own a share of?

What is your brand personality?

What is your image identity gap?

**WHAT'S**  
Punchlist

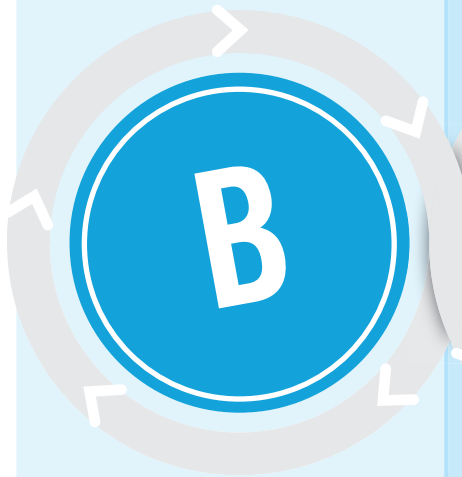


Image-Identity Gap Guide

Brand Voice Guide

6 Brand Tips

**HOW'S**  
Tips &  
Guides

## EXPERIENCE

What is your user's experience ?

What is your engagement model (why users keep returning)?



Experience Map Guide

Sceneography Tips

6 Brand Tips

## SOCIAL TECHNOLOGY

What is the story you're trying to tell?

What is your call to action and metric of success?



Listen and Respond Tips

Viral Campaign Tips

Channel Tips

Analytical Tips

*Brands are living, breathing expressions of organizations. The experiences they craft and the social conversations they have should be constantly informed by who the brand is, while at the same time informing how the brand should edit, amplify, and grow towards the future.*

**OVERARCHING** Happiness Tips, Personal Branding Tips, Visual Design Tips, BESTAID Academic Insights: Designed



Refresher