



Brand Story Workbook

**A guide through the process of crafting your
natural perfumery brand's narrative**



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BRAND STORY WORKBOOK

1. Who Are You? Question: What is the name of your brand, and what does it stand for?

Brand Name:

Brand Purpose (What does your brand aim to achieve?):

Core Values (List your 3-5 most important values):

2. Who Is Your Target Audience?

Question: Who are you trying to reach with your brand? Describe your ideal customer.

Demographics (Age, gender, location, etc.):

Interests and Behaviors (What do they care about? What problems do they have?):

Why will they choose you?

3. What Problem Are You Solving?

Question: What is the primary problem or challenge your product/service solves for your customers?

Problem Statement:

How does your brand provide a solution?

4. What Makes You Unique?

Question: What differentiates your brand from your competitors?

Unique Selling Proposition (What do you offer that others don't?):

How do you communicate this difference to your audience?

5. What Is Your Brand's Origin Story?

Question: How did your brand come into existence? What inspired its creation?

Founding Story (Describe the moment or journey that led to the creation of your brand):

Challenges Overcome:

6. What Emotions Do You Want To Evoke?

Question: What feelings or emotions do you want your customers to associate with your brand?

Desired Emotions:

How will you evoke these emotions through your messaging and marketing?

7. What Is Your Brand's Vision for the Future?

Question: Where do you see your brand going in the next 5-10 years?

Long-term Goals:

How do these goals align with your current brand narrative?

8. What Stories Can You Share?

Question: What personal or customer stories best illustrate your brand's values and impact?

Customer Stories:

Your Own Story (How has this journey impacted you?):

9. How Will You Share Your Story?

Question: What platforms or mediums will you use to share your brand story (social media, blogs, videos)?

Primary Platforms (e.g., Instagram, blog, YouTube):

Frequency and Style of Storytelling:

10. Call to Action

Question: What do you want your audience to do after hearing your story? What is your call to action?

Call to Action:

How will you inspire this action?

It's Your Brand-
Now let's work it...

Kapferer Brand Identity Prism

Developed by Jean-Noël Kapferer, this model helps define the different facets of a brand's identity. It divides brand identity into six interconnected aspects, which are placed on two axes: internal vs. external and constructed vs. communicated.

These aspects are:

Physique: The physical aspects and visual elements of the brand. This includes logos, colours, design, and sensory components that give a tangible representation of the brand.

Example: Patagonia's outdoor-focused branding uses earth-tone colours and rugged visuals that represent its commitment to nature and environmental activism.

Personality: The brand's character or tone of voice. This is how the brand speaks and behaves in communication.

Example: Ben & Jerry's friendly, humorous, and activist personality, regularly championing social justice, climate change awareness, and fair trade through their flavor names and campaigns.

Culture: The values, origins, and ethos that form the foundation of the brand. This goes beyond the product itself and reflects deeper cultural values.

Example: Ere Perez, an Australian brand, is committed to using clean, non-toxic ingredients and prioritising environmentally friendly packaging. The brand's ethos is rooted in promoting health, wellness, and sustainable beauty.

Relationship: The relationship between the brand and its consumers. This examines the interaction style and emotional connections.

Example: Who Gives a Crap, a sustainable toilet paper company, fosters a relationship built on humor, transparency, and shared environmental values. Customers feel part of the mission to donate profits to building toilets and improving sanitation globally.

Reflection: The stereotypical or aspirational image that the brand reflects in its users.

Example: TOMS shoes reflects a socially-conscious consumer, as each purchase contributes to a "One for One" initiative, where a pair of shoes is donated to someone in need.

Self-Image: How the brand's customers perceive themselves when using the product or service.

Example: Users of Lush products might see themselves as eco-conscious, ethically aware, and dedicated to sustainability, with an emphasis on buying cruelty-free and packaging-free beauty products.

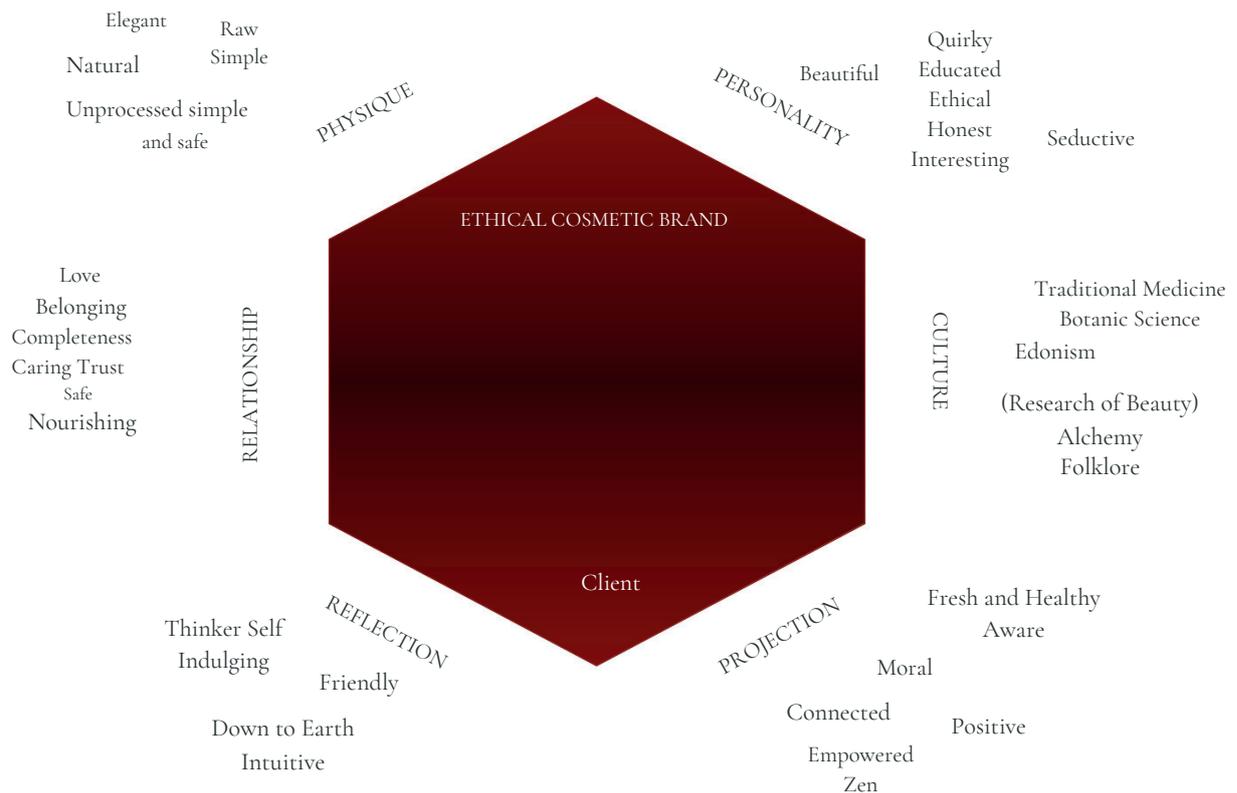
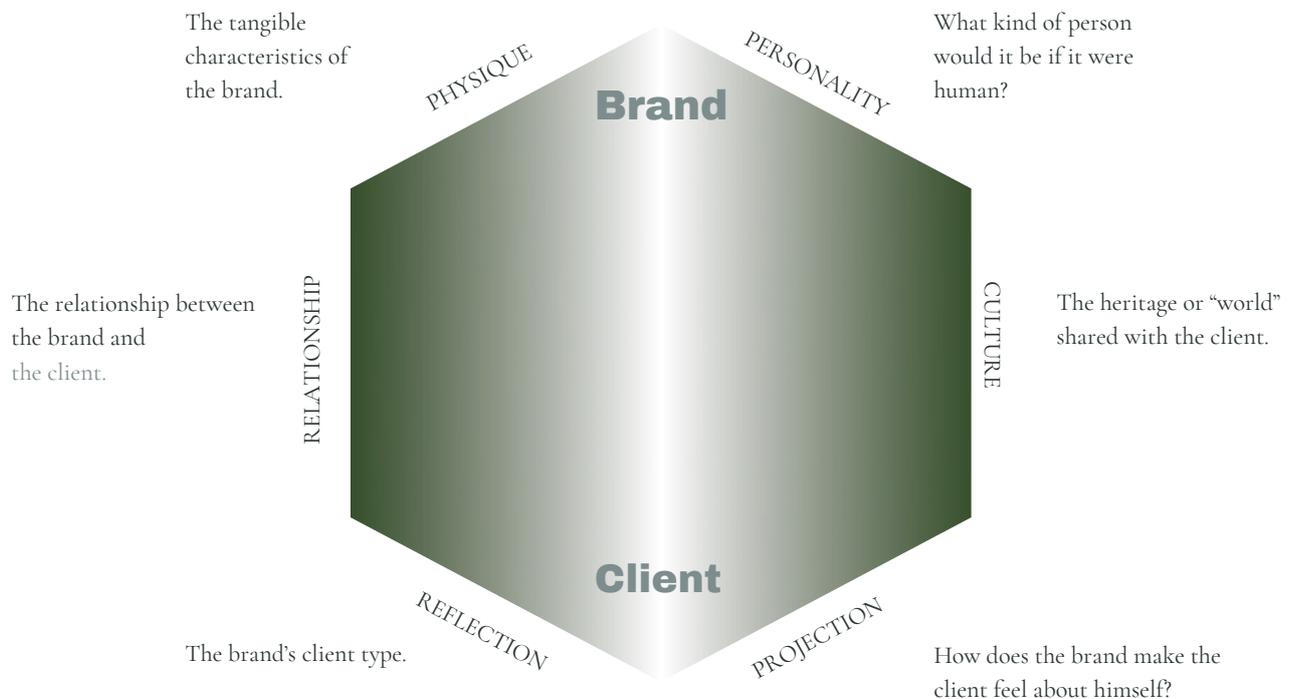
Internal vs. External Identity

- Internal aspects include Culture, Self-Image, and Physique (how the brand internally positions itself).
- External aspects include Personality, Reflection, and Relationship (how the brand is perceived or communicates with the outside world).

This model is powerful in helping brands shape a comprehensive identity and ensure consistency across touchpoints, from visual identity to tone of communication and the emotional resonance they create with their customers.

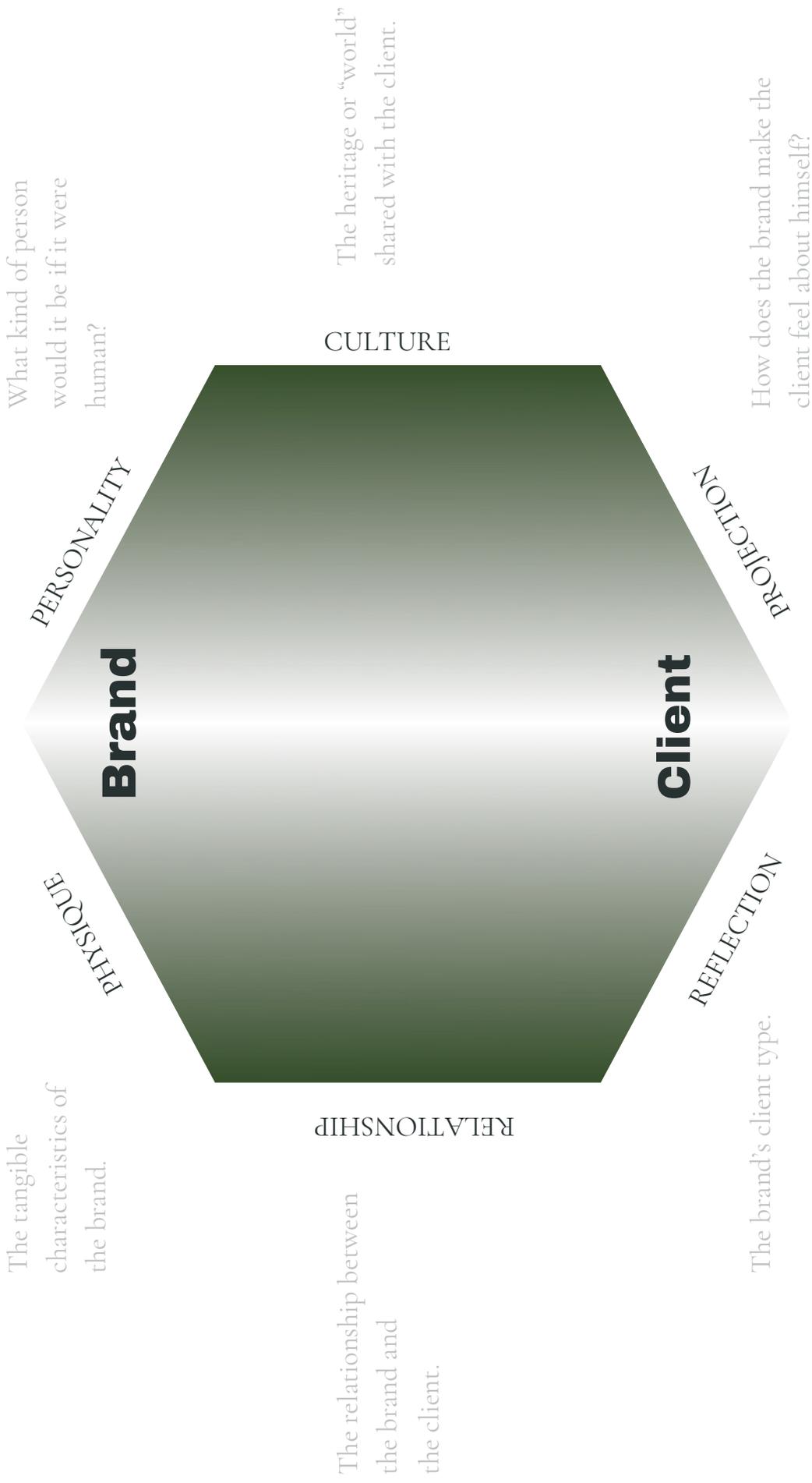
Brand identity

The Kapfere identity prism with brand example:



Brand identity

The Kapferer identity prism: enter your brand's identity key words.



IDENTITY GRID

**Brand descriptive key words completes the grid below
(natural cosmetic brand example)**

<p>PHYSIQUE</p> <p>Elegant Natural Raw Simple Unprocessed simple and safe</p>	<p>PERSONALITY</p> <p>Quirky Educated Ethical Honest Interesting Seductive Beautiful</p>	<p>CULTURE</p> <p>Traditional Medicine Botanic Science Edonism (Research of Beauty) Alchemy Folklore</p>
<p>RELATIONSHIP</p> <p>Love Belonging Completeness Caring Trust Safe Nourishing</p>	<p>REFLECTION</p> <p>Thinker Self Indulging Friendly Down to Earth Intuitive</p>	<p>PROJECTION</p> <p>Fresh and Healthy Aware Moral Connected Positive Empowered Zen</p>

The Brand Tone

The “voice” of the Example Ethical Cosmetics brand that characterises all its expressions:

Authentic	(distinct, human, Truthful)
Organic	(textured, minimal,)
Refined	(stylish, contemporary, decorative)
Emotional	(involving, intimate, warm)

IDENTITY GRID

Write your own brand descriptive key words to complete the grid below.

PHYSIQUE	PERSONALITY	CULTURE
RELATIONSHIP	REFLECTION	PROJECTION

The Brand Tone

The “voice” of the _____ brand that characterises all its expressions:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

The Elements - Photographic style - natural cosmetic brand example

In general the photos be Authentic, Realistic, Clean and Warm Product shots: creating ambiance with point of view, composition and lighting. Use clean compositions and interesting lighting (dusk/dawn, chiaroscuro, luminescence, blurs)

Scenics: capture feeling of location - atmosphere, details, expanse.

Avoid postcards and snapshots

People: in natural situations or close-up portrait, informal, monochrome.

Avoid posed family portraits

The Elements - Photographic style of your brand

The Elements - Colours - natural cosmetic brand example

Example Ethical Cosmetics brand is white. The purity the transparency etc these will go with earthy natural pastel colors by

Prime Colors: Different Shades of White

Secondary colours - Reds Greens Purple

Accompanying colours should be natural tints and hues.

Fresh warm light

The Elements - Colours of your brand

The Elements - Signs and devices -natural cosmetic brand example

Archetip elements should be redrawn to give them a “handcrafted” feel (less cold and mechanical) while maintaining their historic authenticity.

Shapes should maintain their distinctiveness but be slightly softer, less rigid and aggressive - harmony.

Achieve a balance between elegance and personality.

Use secondary elements (type, borders, textures) to enrich and add depth but maintain an overall simplicity.

The Elements - Signs and devices of your brand

The Elements - Typography - natural cosmetic brand example

Classic with a twist Old-style serif fonts - reworked when possible to evoke a “human touch” and authentic feel.

Brands should have ad-hoc logotypes to express their personality and distinctness.

Combinations of Roman type with calligraphic script. Scripts should be hand-drawn when feasible.

The Elements - Typography of your brand

Affirmations

Brainstorm words to positively describe your brand:



Creative Notes

Draw or write or otherwise depict your vision for the future of your brand here and date it:



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