

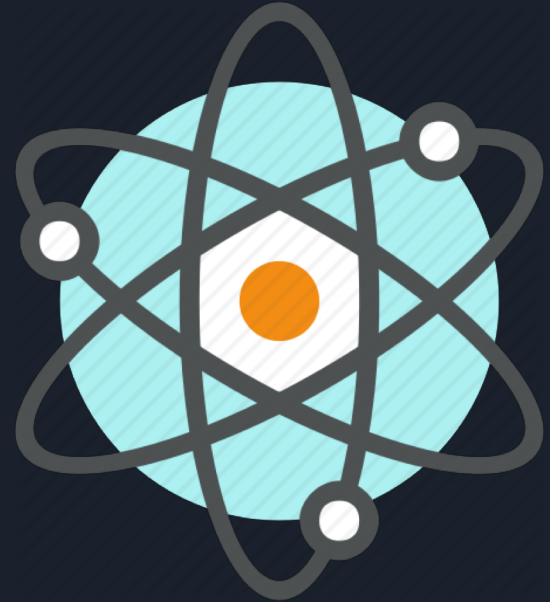


Shaping Your Brand Story

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Embracing All Elements To Communicate Your Message

- Your brand includes knowing your audience
- Professionalize your communication
- Don't reinvent the wheel



Our Agenda

- Define Your Audience
- Brand Story
- Clarity Process
- Using Data
- Tools For Success
- Making Lasting Change



Define Your Audience

Answer these questions:

- Who is receiving your messaging now?
- Who isn't?
- Who do you want to be listening?
- Who can you filter out?



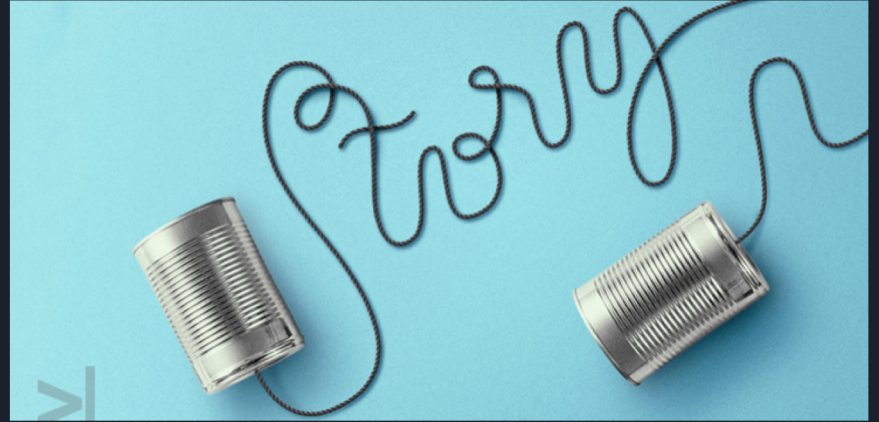
Create Audience Personas

- Work with stakeholders to determine
- Sticky note exercise
- Work broad to specific
- Filter out and curate your best audience



What is a brand story?

A narrative that describes and articulates the purpose of your brand.





What are the ingredients of a successful Brand Story?


- Meaningful
- Personal
- Emotional
- Authentic
- Simple

Meaningful

- Why?
- What value does your messaging convey?



Personal

- Be Unique.
 - Peak audiences' interest through distinct and memorable stories.
 - Tell human stories.
- 

Emotional

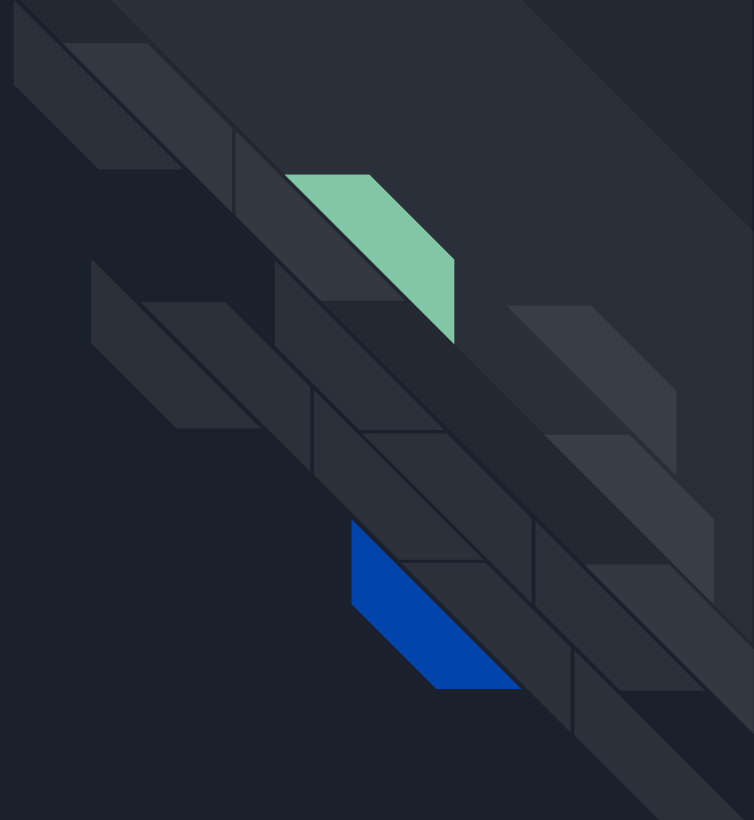
- Evoke a strong feeling.
- How does your audience feel when they hear your message?

Authentic

- Create an honest message
- What can you offer that others can't?
- How can you genuinely convey this message?

Simple

- Easy to understand



Brand Story Example

*For women of all nationalities who
embrace the “American Spirit”!*

-American Women’s Club of Berlin



Go Through A Clarity Process

- Spending time talk to your members, your stakeholders, etc.
- Hold Working Sessions



Using Data To Get Results

- Survey your members
- Ask the right questions

Example Questions

1. List the top 3 reasons you are a member.
1. List the top 3 benefits you enjoy as a member.

Rewrite Question

1. Please select the top 3 reasons you are a member.
 - a. To make new friends
 - b. To make professional contacts/networking opportunities
 - c. To try new activities/find new interests

Rewrite Question

2. Please list the top 3 benefits you enjoy as a member.

a. Access to different events, activities, and classes.

b. Access to information about settling in Düsseldorf/local services/expat experience.

c. Meeting an international focused and a globally minded group of friends

Results

- AIWCD members asked for evening/weekend and partner events

Changes

R&R Dinner Club

Brunch

International Couples

The Girls



Tools For Success

- Consistent and effective storytelling
- Professionalize your language



Tools For Success

- Use existing resources to help professionalize your look.





A CULTURAL MARVEL

GET LOST IN STOCKHOLM

Fly to the capital of Sweden via KKT Airways.

*Bloom where
you are planted*





Tools For Success

- Using the right social media platforms.

Making Lasting Change

Create and use a Style Guide and Brand Standard

- Documents your brand story
- Shows how to use your name
- Fonts
- Proper use of logo and colors
- Letterhead
- Write everything down!



Making Lasting Change

- Hold workshops with action steps at the end
- Put into practice
- Buy-in from key stakeholders
- Utilize a Style Guide



Questions?

