

# YOUR BRAND: *Creating* CONSISTENCY

**PRESENTED BY**

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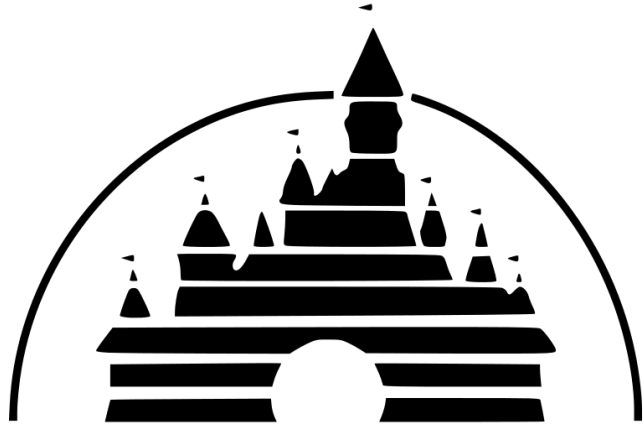


**YOUR BRAND:**

*Creating* **CONSISTENCY**



# What is The Most *Recognized Brand* Around the World?



**WALT DISNEY**

What is Disney known for?

- Living Happily Ever After
- Fun
- Family Values
- Diversity & Inclusion
- Entertainment

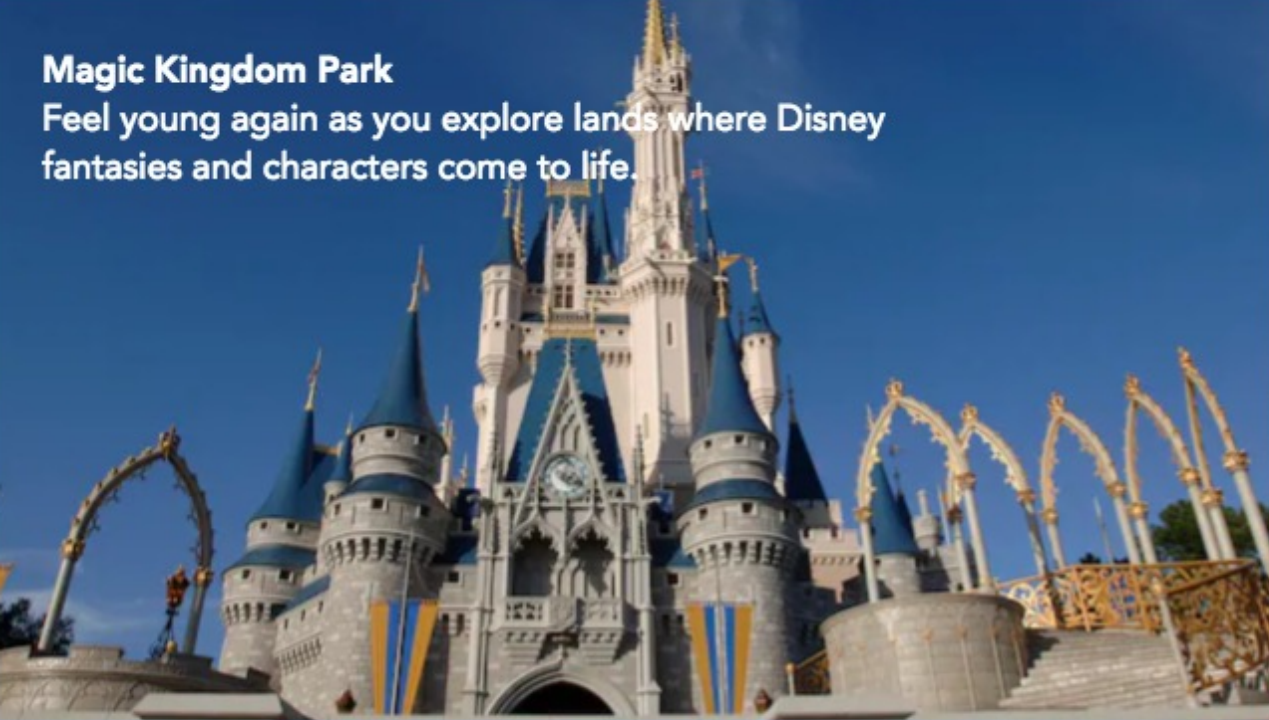
Disney's Corporate Statement:

*"We seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world."*



## **Magic Kingdom Park**

Feel young again as you explore lands where Disney fantasies and characters come to life.



## **Epcot**

Let the magic of Disney take your family on a journey where all that's real is made fantastic.



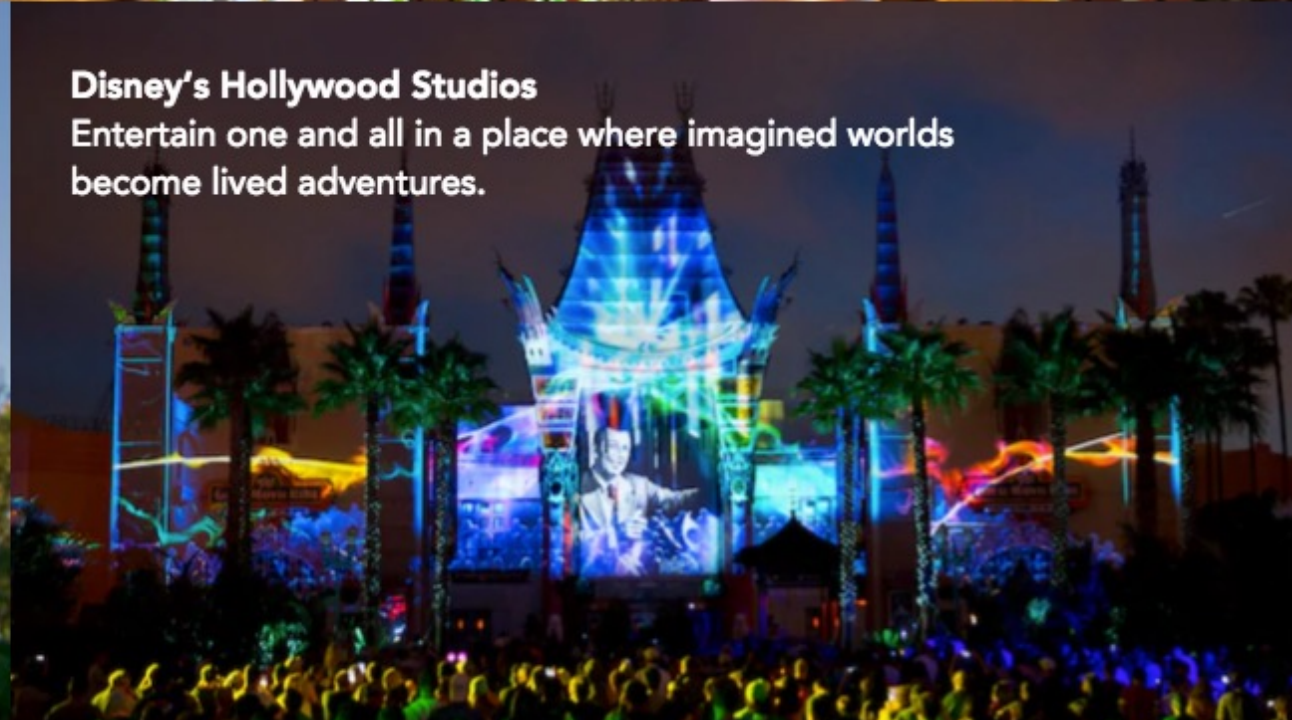
## **Disney's Animal Kingdom Park**

Embrace the kid inside as you discover how nature holds the greatest magic of all.



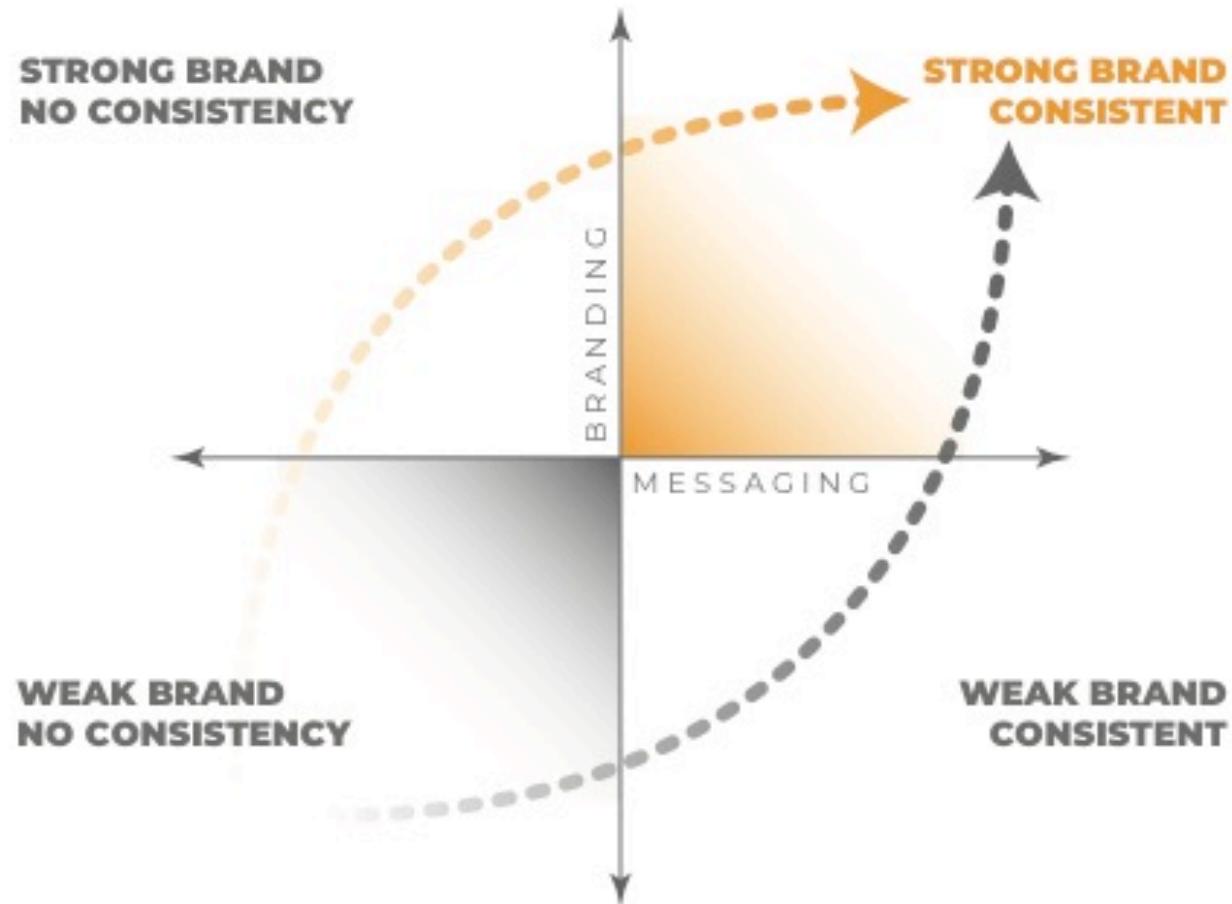
## **Disney's Hollywood Studios**

Entertain one and all in a place where imagined worlds become lived adventures.



# 4 QUADRANTS

Brand Consistency Meter



*Start* **Where You Are**

# WHO ARE *You*?

The Qualities that make you SMILE...

Superior \_\_\_\_\_

Memorable \_\_\_\_\_

Individual \_\_\_\_\_

Long-Lasting \_\_\_\_\_

Experience | Expertise \_\_\_\_\_

Solutions \_\_\_\_\_



# 5 Senses

Sight \_\_\_\_\_

Sound \_\_\_\_\_

Smell \_\_\_\_\_

Taste \_\_\_\_\_

Touch \_\_\_\_\_

How do you make people *feel* ?





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# WHAT I WANT TO BE *Known* FOR.

*Yes* Words that support that:



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# PRESENTATIONS & *Feedback*

I *Am* \_\_\_\_\_  
Your Name & Company

I *Am* a: \_\_\_\_\_  
Brief, So We Get the Gist:

*Before* you work with me, you may be struggling with \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_,

*After* you work with me, you experience \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.



# Brand Badasses

A BLAZE EXPERTS PODCAST



Set your **brand** on fire.

[www.BlazeExperts.com](http://www.BlazeExperts.com)