

Designing Your Brand Experience

IDOA - 2024 B2Bold: Brand Perfect Workshop

What's a Brand?

Brand Experience

Perception

Physical

Emotional



Physical

Emotional

Artifacts/Assets

Logo & Brand Colors
Photos & Graphics
Typography
Space & Signage
Website

 CollaboXD



Fun & Professional
Creative & Curated

Actions/Interactions

Brand Voice
Touchpoints
Customer Journey
Organizational Culture

“like a sophisticated art museum,
where you know what people are
saying and can touch and interact
with everything.”

Welcoming & Inclusive
Heard, Seen, & Valued

Who are you?

How do you **want** to be perceived?

How **are** you perceived?

Who do you serve?

Ideal Customer Attributes

DEMOGRAPHICS

Age/Gender?

Where do they live?

Job/Position?

Income?

Hobbies?

PSYCHOGRAPHICS

What do they do in their free time?

Who do they follow?

What conferences do they attend?

Guilty pleasures?

What brands do they love?

