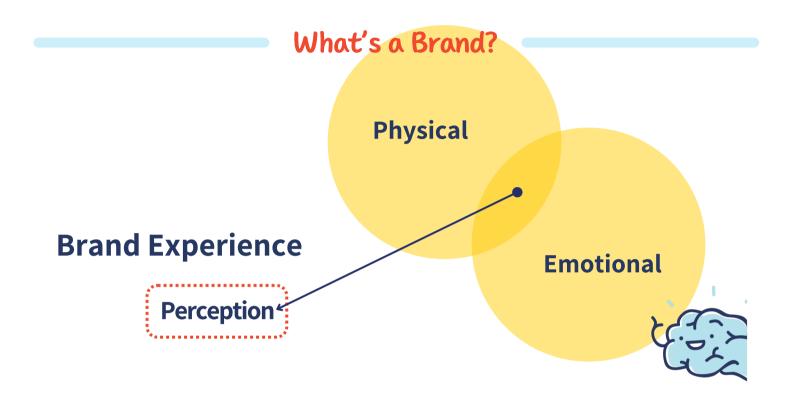
# **Designing Your Brand Experience**

IDOA - 2024 B2Bold: Brand Perfect Workshop



#### **Emotional Physical Artifacts/Assets Collabo**XD Logo & Brand Colors **Photos & Graphics** Fun & Professional **Typography** Creative & Curated Space & Signage Website **Actions/Interactions** "like a sophisticated art museum, **Brand Voice** Welcoming & Inclusive **Touchpoints** where you know what people are Heard, Seen, & Valued saying and can touch and interact **Customer Journey** with everything." Organizational Culture

## Who are you?

# How do you want to be perceived?

### How are you perceived?

# Who do you serve?

### **Ideal Customer Attributes**

DEMOGRAPHICS		PSYCHOGRAPHICS
Age/Gender?		What do they do in their free time?
Where do they live?		Who do they follow?
Job/Position?		What conferences do they attend?
Income?		Guilty pleasures?
Hobbies?	* <i>1</i>	What brands do they love?