

Brand Funnel:

“The funnel reflects the organic nature of brands and is, therefore, a tool that is linked rather than simply a collection of ‘desires’



Attributes

Has/Is (Distinctive noun).

The key differentiating product/brand ingredients

Functions

Which serves to create... (Verb)

What each attribute does for the consumer

Rewards

Which makes me feel... (Adjective)

How people feel as a result of each function

Values

Which gives XX a sense of... (Big noun)

How those feelings reflect back on to the brand

Personality

Which creates a personality of... (Adjective)

How those values translate into characteristic personality traits

