# Define your brand

Use this template to define your brand using a brand identity matrix, a tool recommended by business experts.

Answer nine questions about your business, writing the answers into a grid. Three questions look inward at your business, three look outward, and three cover a mix of internal and external aspects. Then look at how each answer relates to the others and if everything fits together neatly.

## Read the basics

If you haven’t already, read about building your brand for an overview of all the elements that make up a strong brand.

[Build a brand customers will love](https://www.business.govt.nz/business-performance/marketing-strategy/build-a-brand-your-customers-will-love)

## Answer three external questions

These questions look outwards at your market.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **Value proposition** How do our key offerings appeal to our customers and partners, eg suppliers? | **Relationships** How should we relate to key customers and partners? | **Position** What’s our intended position in the market? |
| **Example answer: Manu’s Mowing** | *My key offerings are basic gardening services, especially mowing. I appeal to time-poor customers with low-maintenance gardens.* | *I want customers to trust me and feel comfortable making repeat bookings.*  *I don’t expect to be a big part of their lives. They hire me because they don’t want to worry about mowing their lawn.* | *To be the best value-for-money gardener in town, offering a limited range of services done to a high standard.* |
| **Your answer** |  |  |  |

## Answer three internal questions

These questions look inwards at your business.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **Mission and vision** What engages us (mission), what is our direction and inspiration (vision)? | **Culture** What are our attitudes — how do we work and behave? | **Competences** What are we particularly good at? |
| **Example answer: Manu’s Mowing** | *To leave people’s gardens looking as good as I would want my own to look.* | *Do the basics well, be adaptable.* | *Giving consistent results and a simpler experience than my competitors, from bookings until the job’s done.* |
| **Your answer** |  |  |  |

## Answer three external/internal questions

These questions look both inwards and outwards to find what’s distinctive about your business.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **Expression** What is distinctive about the way we communicate? | **Brand core** What core values sum up our brand? | **Personality** Which human characteristics or qualities forms our business character? |
| **Example answer: Manu’s Mowing** | *My red and white logo is bold and simple. I keep my vehicles clean and tidy, and my communication clear and no-nonsense.* | *Reliable. Customers know they can depend on me. I get the job done with no fuss.* | *I’m self-employed, so my personality is linked to the brand. I’m reliable, no-nonsense and trustworthy.* |
| **Your answer** |  |  |  |

## Combine your answers into one grid

Copy your answers into this grid so bring them all together. The external/internal answers go in the middle row.

|  |  |  |  |
| --- | --- | --- | --- |
| **External** | **Value proposition** | **Relationships** | **Position** |
|  |  |  |
| **External/ internal** | **Expression** | **Brand core** | **Personality** |
|  |  |  |
| **Internal** | **Mission and vision** | **Culture** | **Competences** |
|  |  |  |

## Review your answers for connection and fit

Do your answers fit with each other and how you think of the business? For example, does your brand core match your mission and vision? Is your culture a good fit for the customer relationships you want to create?

If you find something that doesn’t fit, adjust the answer so it helps you define your brand accurately.

## Put your brand to work

Now you have defined your brand, use it to guide what you do in your business. Your brand identity matrix can be useful in many different settings to help build a strong brand. Examples include:

* Create promotions and adverts that reflect your brand personality.
* Showcase your workplace culture when you interact with customers.
* Make strategic decisions in line with your mission and vision.

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| [Build your brand](https://www.business.govt.nz/business-performance/marketing-strategy/build-a-brand-your-customers-will-love/#e-28526)  [Turning customer insights into action](https://www.business.govt.nz/business-performance/marketing-strategy/use-insights-to-sell-the-right-thing-in-the-best-place) |