



Exercise 3.A: Brand Components Alignment Check

Concept Focus: Branding & Positioning Alignment

Format: Individual Work using Template

Duration: 20–25 minutes

Task

Your brand is not just your logo or visuals — it is the **entire experience a client has with your business**. This exercise helps you define your positioning and check whether your brand communicates it consistently across all client touchpoints.

Step-by-Step Instructions

Step 1: Write Your Positioning Statement (5 min)

Use the formula:

For [Target Client Segment], I/We provide [Creative Service/Product] that [Benefit/Result] because [Core Differentiator].

Example:

For independent restaurants launching in London, I provide editorial food photography that increases booking enquiries because I specialise in hospitality marketing visuals.

Write your positioning statement clearly.



Step 2: Audit Your Brand Touchpoints (5–7 min)

Review your current brand across the following **five touchpoints**:

- Website
- Social media profile
- Email signature
- Portfolio
- Most recent proposal

Score each from **1–10** for how well it reflects your positioning.

Touchpoint	Score (1–10)	Notes
Website		
Social Media		
Email Signature		

Portfolio		
Proposal		

Step 3: Identify the Weakest Touchpoint (5 min)

Find the **lowest scoring element** from your audit.

Write **three specific improvements** you could implement within the next **7 days**.

Example:

- Rewrite website headline to include niche and service
- Update portfolio categories by client problem solved
- Adjust proposal layout to reflect brand colours and typography

Step 4: Define Your Brand Personality (5–7 min)

Write a **5-word Brand Personality Set**.

These adjectives should describe the experience of working with you.

Example:

- Professional
- Strategic
- Collaborative
- Precise
- Innovative

Compare these words with your **last three client interactions**.

Where does your communication match the personality?

Where is there a gap?

Let's Reflect

- Does your positioning clearly define a **specific client segment**?
- Which brand touchpoint needs the most immediate improvement?
- How would a client describe your brand after working with you?

Module- 3



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