

Paige.

The PlayBook

MEMBERSHIP

BRANDING | MODULE TWO

Brand Foundations

BRAND PURPOSE, VISION & MISSION

BRAND VALUES

AUDIENCE & PERSONAS

BRAND PERSONALITY & VOICE

POSITIONING & COMPETITOR LANDSCAPE

BRAND MESSAGING

TARGET CUSTOMER PURCHASE PATHS

Brand Purpose, Vision & Mission

THIS IS YOUR STARTING POINT

BRAND PURPOSE, VISION & MISSION

What it is:

Your brand purpose is the reason you exist beyond making money. Your WHY.

Your vision is the big-picture future you're working towards.

Your mission is how you plan to get there.

How to find it:

- Ask yourself:
What change am I trying to make?
- What future do I want to help create?
- How do I help people get from where they are now to where they want to be?

Brand example:

Nike 

Purpose = To bring inspiration and innovation to every athlete in the world.

Vision = A world where everyone is seen as an athlete, no matter their background or ability.

Mission = Empower people through sport — if you have a body, you are an athlete.

BRAND PURPOSE, VISION & MISSION

How it's used:

This helps guide what you say, how you say it, and what your brand looks like.

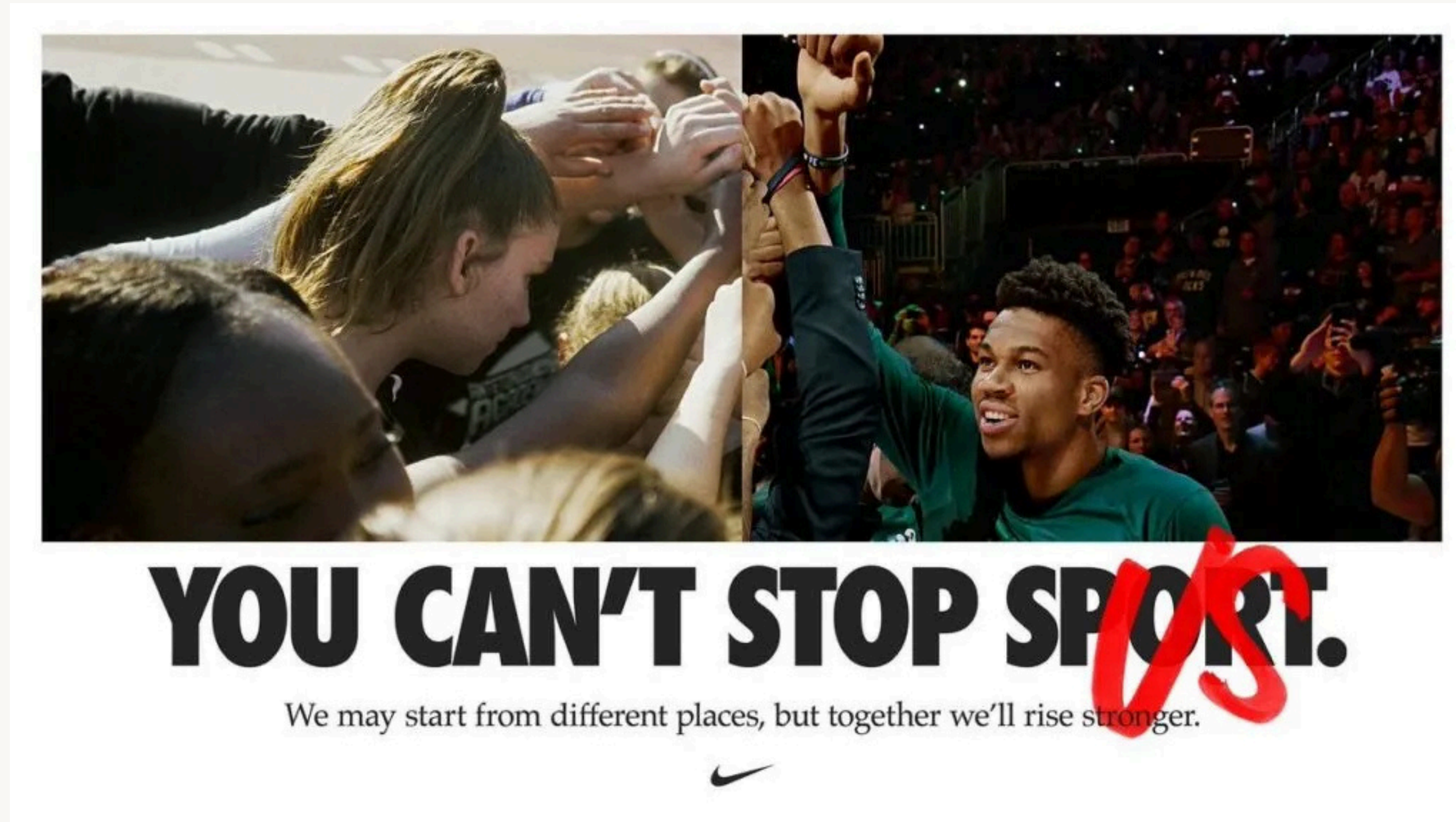
Nike's purpose is the reason their ads feel bold, their message feels powerful, and their designs look strong and athletic.

Design impact:

Your purpose, vision, and mission don't just live in a brand doc, they shape the energy of your visuals.

These elements help guide your colours, photos, and layout. If your brand is bold and forward-thinking, you might use bright colours and strong designs to show that energy.

DESIGN IMPACT EXAMPLE



Brand Values

THIS ONE IS IMPORTANT

BRAND VALUES

What it is:

Your non-negotiables.

The things you care about most.

They help you decide how to act, how to work, and how to treat people.

How to find it:

Think about what matters to you and your audience.

What do you want your brand to stand for?

Choose 3-5 values that feel true to your personality and process.

Brand example:

Glossier 

Values simplicity, approachability, and beauty in real life.

So they keep things simple, friendly, and real. They show everyday people, not models, and make beauty feel easy for everyone.

BRAND VALUES

How it's used:

Your values help people understand what kind of brand you are, how you speak, how you look, and how you treat others.

Design impact:

- Minimalism = Soft colours, lots of white space, and simple layouts.
- Boldness = Strong colours like red or black, big fonts, and striking visuals.
- Fun and playfulness = Bright colours like yellow or orange, rounded fonts, and quirky icons.
- Trust and Professionalism = clean lines, navy blues, or neutral tones.

DESIGN IMPACT EXAMPLE



Audience & Personas

AGE & GENDER IS NOT ENOUGH

AUDIENCE & PERSONAS

What it is:

The people you serve and what they care about.

Your customers or clients.

How to find it:

Go beyond demographics.
Think about their pain points, goals, personality, and lifestyle.

- Talk to past or current clients
- Ask your audience questions using Instagram polls or question boxes
- Look at comments/reviews on similar businesses' content
- Use free tools like AnswerThePublic, Google Trends, or Reddit to see what people are asking

Brand example:

Rhode **rhode**

Their audience is young, style-conscious, and focused on self-care.

Rhode reflects this with soft/minimal visuals, short routines, and a clean product range.

AUDIENCE & PERSONAS - EXAMPLE (FASHION BRAND)

Olivia Reynolds - The Modern Professional

- Age: 34
- Occupation: Senior Marketing Manager
- Income: \$85,000 per year
- Location: New York City, USA

Lifestyle Overview:

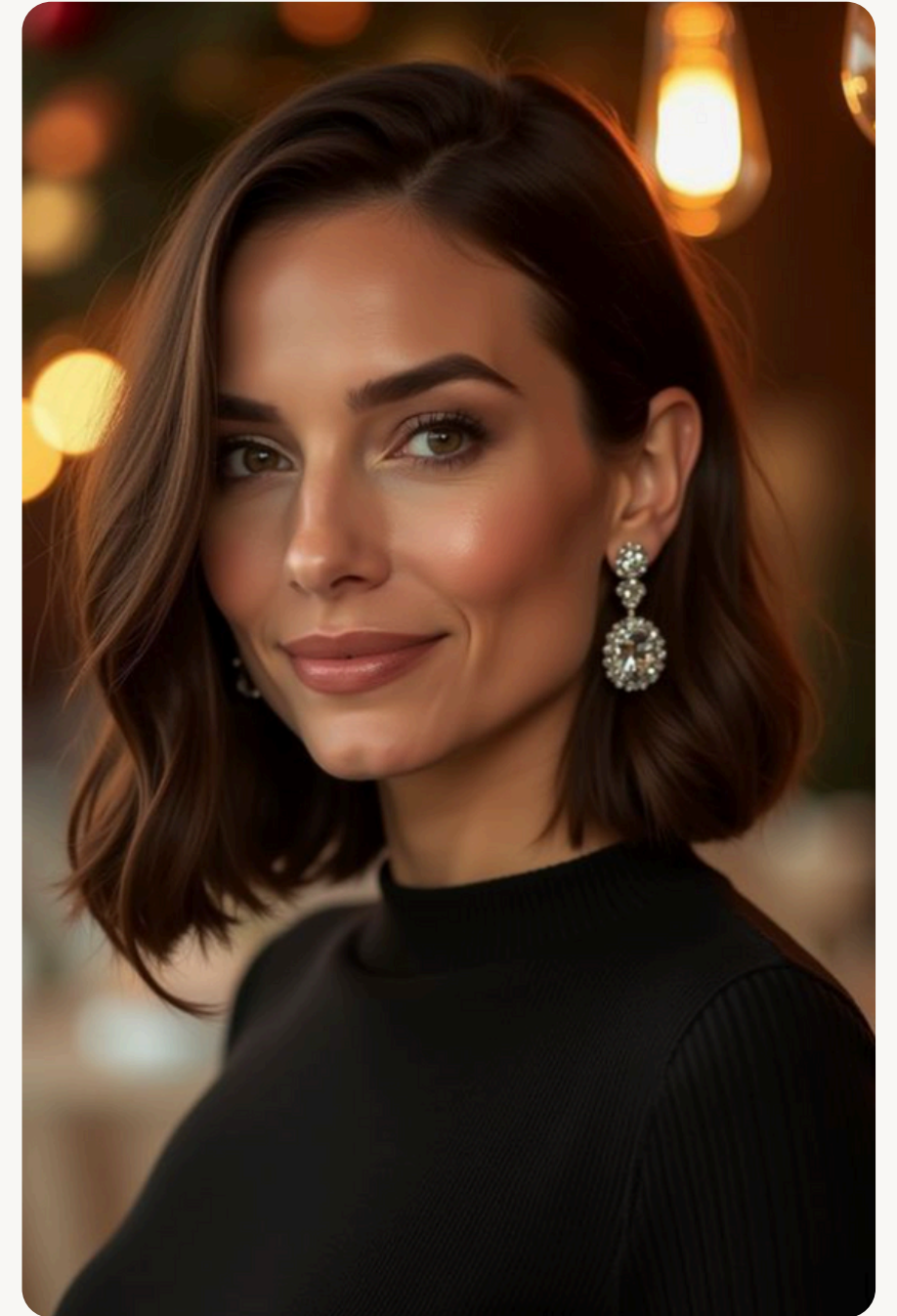
- Olivia is a highly ambitious professional working in a fast-paced corporate environment. She's confident, stylish, and focused on excelling in her career while maintaining a balanced personal life. Olivia spends her days attending meetings, networking events, and managing a team, and in her free time, she enjoys dining out, attending art exhibits, and socialising with friends. She values her appearance, but also appreciates the efficiency of clothing that works for both her professional responsibilities and social life.

Pain Points:

- Overwhelmed by the constant stream of trends and the need to constantly update her wardrobe.
- Struggles to find high-quality, versatile fashion that looks great in both the office and at social events.
- Needs clothing that is stylish, comfortable, and suitable for her busy lifestyle, but doesn't want to sacrifice quality for speedy purchases.

Preferred Styles:

- Tailored suits, classic blazers, and elevated office dresses.
- Neutral tones like black, navy, and gray, paired with subtle statement accessories.
- Timeless, elegant pieces that easily transition from the boardroom to cocktail hour.



AUDIENCE AND PERSONAS

How it's used:

Knowing your audience means you're not guessing when writing captions, building offers, or designing visuals.

Design impact:

If your audience is fun and expressive → use bright colours, hand-drawn elements.

If they're calm and minimal → soft tones, clean layouts, fewer design distractions.

Match your visuals to how they want to feel

DESIGN IMPACT EXAMPLE



Personality & Voice

ONE OF MANY WAYS THAT BUILDS CONNECTION

PERSONALITY & VOICE

What it is:

The personality your brand shows up with, how it “sounds” and feels to people.

The vibe you give off through how you say & write things.

How to find it:

If your brand were a person, how would you describe them in 3 words?

- Bubbly
- Professional
- Welcoming
- Formal
- Caring
- Supportive
- Motherly
- Leader

Brand example:

Duolingo 

Duolingo is cheeky, confident, and funny.

They showcase this through their captions, videos, and even replies.

Duolingo Tweet / Threads Post:

“You haven’t opened the app in 3 days. We’re not mad... just disappointed. 💔”

PERSONALITY & VOICE

How it's used:

Keeps your writing and visuals consistent across all platforms.

Storytelling impact:

Funny brand → jokes, casual tone, bright design.

Serious brand → clear info, neutral colours, helpful layout.

Personal brand → Any words that you use often in real life that you can use in your copy?

Positioning & Competitor Landscape

SO HOW ARE YOU GOING TO STAND OUT?

POSITIONING & COMPETITOR LANDSCAPE

What it is:

Where your brand fits in the market, and how it stands out.

Essentially, you want to fill a gap...Not easy nowadays!

How to find it:

Go find 3-5 competitors and look at:

- What do they offer?
- What makes you different?
- What can you be known for?

Brand example:

the same but different

Glossier vs Drunk Elephant



Glossier is minimal and skincare-first, appealing to Gen Z beauty lovers.

Drunk Elephant positions itself as clinical yet fun, using colourful packaging and science-backed messaging.

DESIGN IMPACT EXAMPLE



PERSONALITY & VOICE

How it's used:

Clarifies what makes your brand unique.

Whether it's your product, your experience, your packaging, your content, something needs to be different.

Storytelling impact:

Yes, someone will offer the same service or product as you.

Your positioning influences how you share your journey and what makes you different.

Highlight your unique story, tone, and approach to connect with your audience and stand out.

Brand Messaging

SO HOW ARE YOU GOING TO STAND OUT?

BRAND MESSAGING

What it is:

Brand messaging is how your brand talks. It includes your tone of voice, key phrases you repeat, and how you make people feel through your words.


- Brand Personality: The human traits of your brand, e.g. playful.
- Brand Tone: How that personality comes across in your voice, e.g. cheeky.
- Brand Messaging: The actual words and phrases you use, what you say and how you say it, to connect with your audience.

How to find it:

Ask yourself these questions:

- What do I want people to feel when they read my content?
- What's the main message I want to be known for?
- What words or phrases sum up my brand best?

Brand example:

Apple 

- Tagline: Think Different
- Messaging: Focuses on creativity, innovation, and simplicity
- Tone: Clear, confident, and inspiring

BRAND MESSAGING

How it's used:

Appears on your website, socials, emails, packaging, and even in the way you respond to DMs.

Messaging impact:

Clear messaging makes your brand easy to understand, remember, and trust. Please me consistent with it.

It also helps people create a picture of you - good and bad.

Customer Purchase Path

A LITTLE ONE I LIKE TO ADD INTO STRATEGIES

CUSTOMER PURCHASE PATH

What it is:

The steps someone takes to go from discovering you to buying.

Customers will take different paths so you have to cover all avenues!

How to find it:

If you're just starting:

- Imagine how **you** would buy from a brand like yours
- Ask: where would **you** first hear about it? What would help **you** trust it? What would make **you** buy?
- Use polls or Qs in stories to ask your audience what content they find helpful

If you've had clients/customers:

- Look at past sales, where did they come from?
- Use email and website data (Flodesk, Google Analytics, etc.)
- Check your DMs or testimonials, what convinced them to buy?

Brand example:

SKIMS *SKIMS*

Seen on influencers or social ads →
Browses on Instagram →
Taps product tags →
Lands on product page →
Buys

CUSTOMER PURCHASE PATH

How it's used:

Helps you map out content, visuals, and your website to guide people from discovery to purchase.

It also shows you how different types of customers might buy in different way. Impulse buyers VS need time to trust and decide.

Design impact:

- Clear navigation so users don't get lost
- Buttons that are easy to see and click
- Pages that guide the customer step-by-step (like: Learn → Trust → Buy)
- Product or service info that's easy to skim and understand
- A smooth, no-stress experience from start to finish

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. Why did you start this brand or business?
2. What kind of person do you really want to connect with?
3. What do you want to be remembered for?
4. How should your brand feel: bold, calm, fun, premium?





THE TEMPLATE VAULT

My recommended downloads for this module

Brand Strategy Template

It's time to understand your brand.

You've learnt how to build a brand strategy, now it's your turn.

Paige.

Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: COLOUR PSYCHOLOGY & THEORY