



*This is not a brand*



*This is not a brand*



adidas

*This is not a brand*



CHANEL

*This is not a brand*



*This is a logo*



*This is a logo*



*This is a logo*



**adidas**

*This is a logo*



*So, what is a brand?*

# It's how you **feel** make people

A brand is an emotional connection



# It's the experience you Create

A brand is a memorable experience



# It's your Reputation

It's what people say about you

5:04

← Ratings

Deliveries

Rides

5.00 ★

High ratings

499

1000

5★

4★

3★

2★

1★

Last 500 Ratings

No recent rider feedback

This is where you'll see feedback  
from riders who rate you under 5



It's your

# Promise

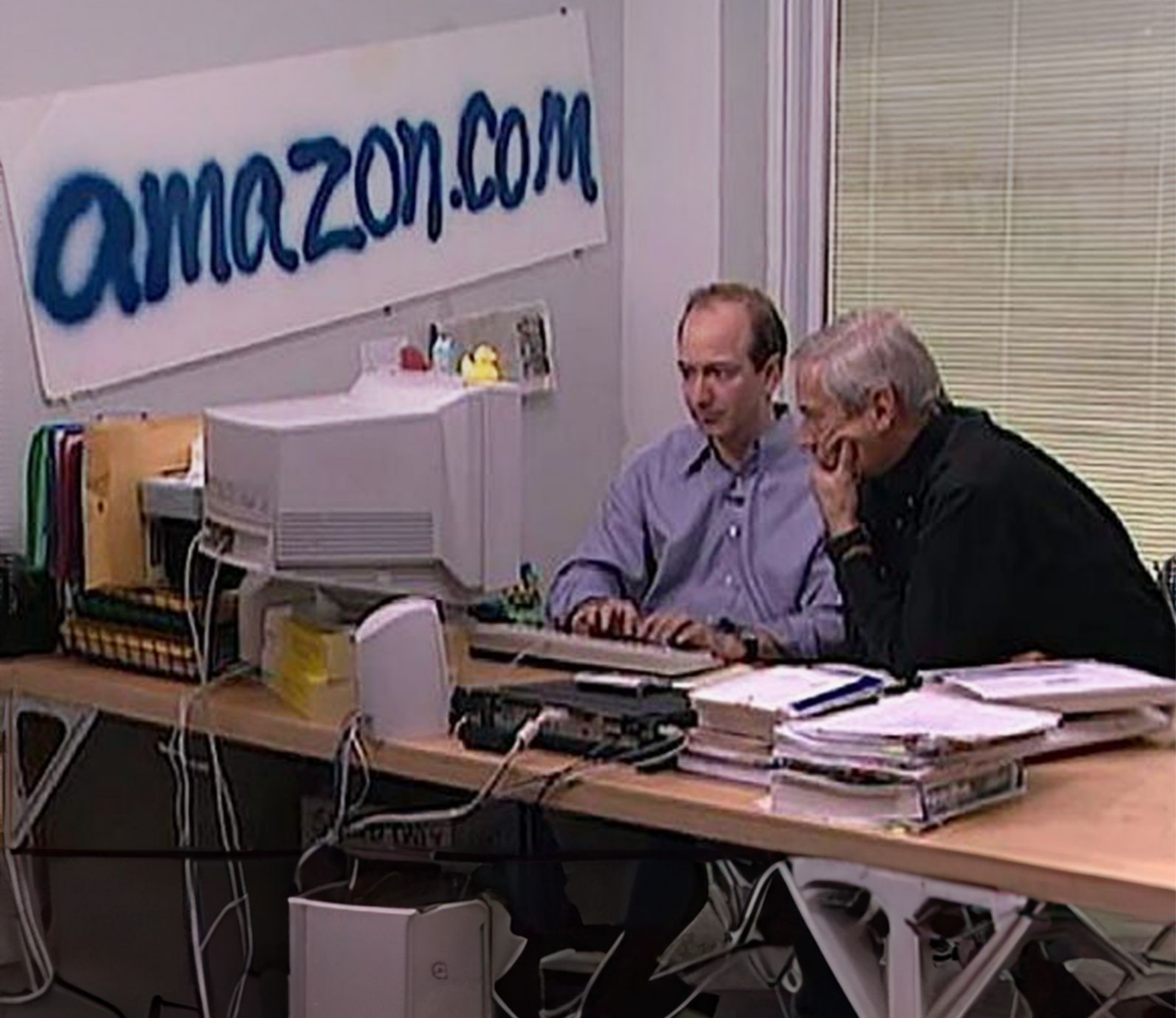
It's the unwritten contract that you keep

**DOES  
EXACTLY  
WHAT IT  
SAYS ON  
THE TIN**



# It's your Story

The narrative of who you are



# Values

Core principles guiding actions.



# It's how you **Communicate**

It's everything you do and say



It's your

# Culture

It's how we connect with each other



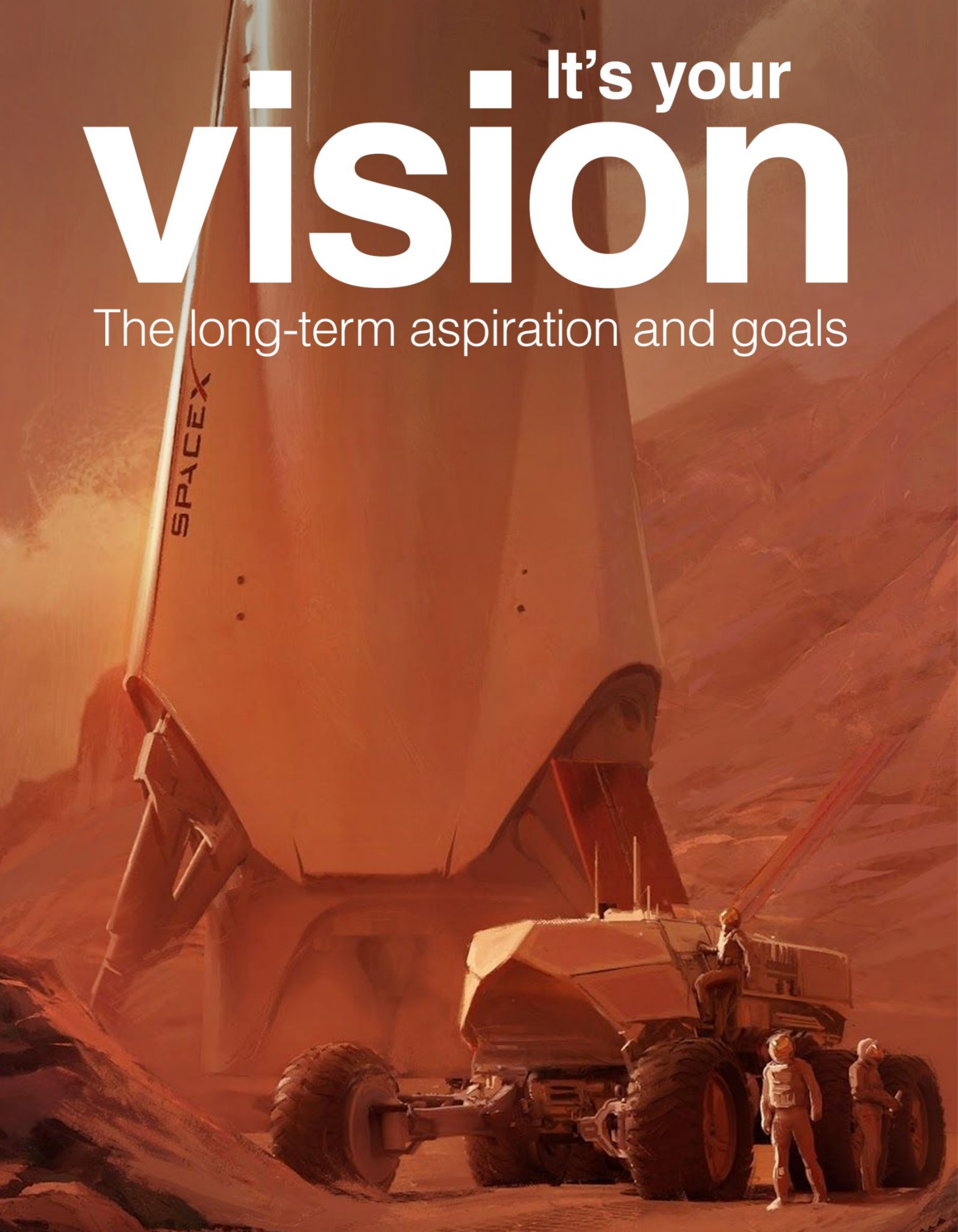
# Differentiation

What sets you apart from your competitors



# ■ ■ It's your vision

The long-term aspiration and goals





*This is not a brand*



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It's your culture  
**Culture**  
It's everything you do and say

**This is**

It's how you make people **feel**  
A brand is an emotional connection.

It's your **vision**  
The long-term aspiration and goals

**Differentiation**  
What sets you apart from your competitors

It's how you **Communicate**  
It's everything you do and say

**Values**  
Core principles guiding actions.

It's the experience you **Create**  
A brand is a memorable experience

It's your **Promise**  
It's the unwritten contract that you keep

**DOES EXACTLY WHAT IT SAYS ON THE TIN**

It's your **Reputation**  
It's what people say about you

*It all makes up your*  
**Brand Essence**

*Brand Persona  
Core Values*



# Which informs your brand experience

## How we look

- Main Offering
- Packaging
- Uniforms
- Brand

- Promotions
- Advertising
- Signage
- Store



## What we say

- Media Channels
  - PR
  - Press

## What we do

- Service
- Interactions
  - Tone

# Summary

*Your brand is:*

*Your "Essence" - What defines you*  
*The "Experience" - What connects you*



*Brand Essence*

*Informs*



*Brand Experience*