

C●MMA

# CORE IDENTITY

DEFINING THE BRAND'S PURPOSE, VISION, MISSION, AND VALUES.

PHASE ONE  
BRAND STRATEGY

# Hi, we're C,MMA.



A full-service digital and brand consulting agency, we have honed our craft for over two decades. Whether considering clients, project needs, strategies, methods, or forecasts, our process is deliberate and intentional. And it is damn successful. Brands we've built, those we manage, and those we've resurrected exceed a combined annual revenue of one billion dollars. We will not make promises. We will offer our advice, skill sets, and utilize the successes we've seen as an all-encompassed network. After all, you're the only one who can actually deliver it

*Patrick A. Murray*

MANAGING PARTNER

BRANDING • DESIGN • DEVELOPMENT • MARKETING • OPTIMIZATION



**Our brands don't guess and grow.  
Our brands strategize and **scale.****

brands  
answer  
the why  
NOT  
the what  
questions

Customers know what to buy. They want to know **why they should buy it from you.**

# BRAND vs BUSINESS

## Most Common Mistakes

Most entrepreneurs that start a brand fail because they make the following mistakes. They run the business **without brand equity** and the brand without a business plan. Generally, they set themselves up to fail from the beginning by:

**Not defining the brand:** One of the biggest mistakes is not defining the brand from the outset. Without a clear understanding of what the brand stands for, what its values are, and what differentiates it from competitors, it is difficult to create a strong brand identity.

**Focusing on the product, not the brand:** Many entrepreneurs focus on the product or service they are offering, rather than building a brand identity that resonates with customers. A product or service can be replicated by competitors, but a strong brand identity can differentiate a business and create a loyal customer base.

**Ignoring the target audience:** It is crucial to identify and understand the target audience for the brand. Without a clear understanding of the needs, desires, and pain points of the target audience, it is difficult to create a brand identity that resonates with them.

**Inconsistency:** A brand identity should be consistent across all channels and touchpoints, including social media, advertising, packaging, and customer service. Inconsistency can lead to confusion and dilute the brand identity.

**Lack of authenticity:** Customers can quickly detect when a brand is not authentic or lacks transparency. Brands that are not true to their values or make false claims can damage their reputation and lose customer trust.

**Neglecting customer experience:** A strong brand identity is not just about visual elements like logos and colors; it also involves the customer experience. Neglecting customer experience can lead to negative reviews and poor word-of-mouth recommendations.

# BRAND PURPOSE

Defining brand purpose is an essential step in creating a strong brand identity that resonates with customers. A brand purpose is the reason why a brand exists beyond just making a profit, and it reflects the brand's values, beliefs, and goals. By defining and communicating its brand purpose, a company can attract like-minded customers, build trust and loyalty, and differentiate itself from its competitors.

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# BRAND PURPOSE

1. Review examples of brand purpose statements.

**APPLE:**

To bring the best user experience to its customers through its innovative hardware, software, and services.

**TESLA:**

To accelerate the world's transition to sustainable energy.

**AIRBNB:**

To create a world where anyone can belong anywhere.

2. List the reasons, beyond making money, for creating the brand.

3. Write several brand purpose statements for your brand.

# BRAND VISION

Defining a brand vision is an important step in creating a strong brand identity that can guide a company towards its future goals. A brand vision is a statement that defines the desired future state of the brand, and it serves as a source of inspiration for the company's employees and stakeholders. A brand vision also helps to differentiate the company from its competitors, build customer loyalty, and establish a clear direction for the brand's growth.

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# BRAND VISION

1. Review examples of brand vision statements.

**NIKE:**

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

**NETFLIX:**

To become the world's leading streaming entertainment service.

**VISA:**

To be the best way to pay and be paid, for everyone, everywhere.

2. Describe your vision of the brand in one, five, ten, twenty, and fifty years.

Blank space for describing the brand vision in one, five, ten, twenty, and fifty years.

3. Write several brand vision statements for your brand.

Blank space for writing several brand vision statements for your brand.

# BRAND MISSION

Defining a brand mission is an important step in creating a strong brand identity that can guide a company towards its current goals. A brand mission is a statement that defines the purpose of the brand and its primary objectives, and it communicates what the brand does and for whom. By defining its brand mission, a company can align its activities and decision-making processes with its purpose, build a strong brand identity, and establish a clear direction. A brand mission also helps to provide a framework for measuring success.

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# BRAND MISSION

1. Review examples of brand mission statements.

**PINTEREST:**

Bring everyone the inspiration to create a life they love.

**SQUARE:**

Everyone should be able to participate and thrive in the economy.

**TARGET:**

Help all families discover the joy of everyday life.

2. Describe your brand's purpose, objectives, and how it serves the customer.

3. Write several brand mission statements for your brand.

# BRAND VALUES

Brand values are the fundamental principles and beliefs that guide a brand's actions, behaviors, and decisions. They represent the brand's core identity, personality, and purpose and help to differentiate it from competitors. Brand values are not only important for defining a brand's culture, but they also play a significant role in shaping the brand's reputation and relationships. . Brand values are often expressed in a brand's messaging and communication materials and are used to build a sense of loyalty and trust among customers. When a brand's values are communicated effectively, it helps to create a strong emotional connection with customers, build trust, and establish loyalty.

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# BRAND VALUES

1. Review these examples of brand values.

Attention to Detail  
Creativity  
Integrity  
Quality  
Sustainability  
Vision  
Poise  
Equality  
Honesty

2. Describe what beliefs drive the brand; What is important to the brand.

3. Select the values that are most genuine and unique to your brand.

