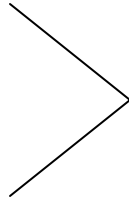


Brand Building and Renewal

BRAND

Value
Values
Personality
Benefits
Attributes
Promise



Relevance
Reflective
Influential
(lead;project;create)

TARGET AUDIENCE

Values
Ideas
Ideals
Symbols
Artifacts
Language
Rituals
Emotions
Lifestyles



Relationship/Fanship

1. **Being emotionally connected** includes involvement; communication; care & concern; empower the fan; reward loyalty; understand their motivation; create experiences (behavioral); have energy and passion; develop the affective or feelings; create love, fun, happiness, or relate to sadness, agony
2. **Stay Relevant** includes understanding transgenerational activities; use stimulus generalization to tie old to new or new to old; use stimulus differential to stay true to core; evolve; consider co-branding and sponsorship; repackage; repeat; reinforce; provide cognitive or knowledge evidence
3. **Part of the lifestyle** includes appealing to the American value system; perform a functional aspect of the audience lifestyle; create life experiences; entertain, be fun;
4. **Be Influential/ Lead** includes reinforcement of core; create trial; start new things small and evolve; reinvent; have a vision