

Brand Purpose/Mission Statement

(Answering What do I do?)

The Steps to Defining
Brand Character



Finalize: Creating Purpose/Mission Statement *(What Do I Do?)*

*This character statement is
called your brand purpose
or mission statement.*

For example:

We are *driven, ingenious, and grounded* — relentlessly advancing the transportation industry and our customer's modes of travel in surprising but practical ways.

University of California Berkeley:
Curious, Socially Conscious, and Influential.
Berkeley is passion and conviction: the passion to
teach, learn & explore coupled with the conviction
to go forth and give back, to lead and inspire.

Ford:

Dependable, Contemporary, Driving, Quality.

Ford is known for consistently delivering products with strong rational appeal — well engineered, great to drive, and affordable.

Ford's products deliver “style with substance.”

Walmart:

We are straightforward, optimistic, and caring. Walmart is the friendly neighborhood store customers have come to trust and depend on. Our goal is saving people money so they can live better.

Facebook:

At Facebook we build tools that help people to connect with one another and tools that make sharing what they want — ideas, stories, and photos — much easier. By doing this, we are extending people's capacity to build and maintain relationships.