



AI-BRANDING ACADEMY

AI-BRANDING BOOTCAMP **SESSION #3**

BRAND **PILLARS**

PART 2



Traditional Human Branding is a strategic approach in brand development wherein the creation and promotion of a brand are fundamentally centered around the genuine needs and problems of real people.



It All Starts With Your
Brand Pillars



Brand Pillars

- ~~Brand Name~~
- ~~Brand Summary~~
- ~~Brand Vision~~
- ~~Brand Slogan~~
- ~~Core Brand Values~~
- ~~Core Brand Offer~~
- Brand Voice
- Brand Avatar
- Customer Avatar



Brand Pillars

1. ~~Brand Vision~~
2. ~~Brand Name~~
3. ~~Brand Slogan~~
4. ~~Core Brand Values~~
5. ~~Core Brand Offer~~
6. Customer Avatar
7. Brand Voice
8. Brand Avatar
9. Brand Summary

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HOMEWORK!