

LOOKERS INTO BOOKERS

# BRAND WORKSHOP

WORKSHOPS ONE TO THREE

## WORKSHOP ONE

# FINDING YOUR PATH

### Be desirable

Fill in the blanks below. The first should be your category, for example, 'Hop-On, Hop Off provider' or 'Axe Throwing Tour Company'. The second should be what makes your service or product different? What makes it desirable? And don't put 'the cheapest' as this is not a USP!

Work on your own for 10 minutes then discuss your findings with the rest of your staff (if you can). Appoint a group leader and write down each idea on a whiteboard or on Post-it Notes. This way, you can see what similarities and differences your brand currently perceives.

Discuss this with your staff and, as a group, select the one statement that you all feel is closest to what you want to achieve and is most likely to help you stand out against your competitors.

Our brand is the only .....

that .....

### Example

Our brand is the only food and drink tour company that produces a free cookbook of our suppliers' signature dishes in Scotland.

# Determine your path

What is your current purpose? Your vision? How did you get here? You will need to understand your business and the direction you need to take.

Fill out the sections below, independently (if you're in a group). Take around 20-30 minutes to fill in this worksheet, then share it with your team. Again, appoint your leader to present the findings.

If you find there are massive differences between each member, you need to take drastic action to solve them. Everyone must agree on five points they feel will help the business move forward. If you don't agree, then a constructive debate might help!

## 1. What does your business/product do?

This is not your corporate 'About' page. Instead, this should be your 60 seconds. Your elevator pitch. If you had just 60 seconds to explain your product to a customer, what would you say?

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# Example

## 1. What does your business/product do?

We provide food and drink tours in Glasgow, Scotland, that showcases our amazing local food and drink — such as our various craft beers and our world-famous tippie of choice: Whisky. Visit amazing eateries, sampling their top dishes, while enjoying an immersive, educational experience, packed with history and culture. Get the true taste of Glasgow with FoodDrinkTours.

**2. What problem do you solve, or what need do you meet?**

What is the purpose of your existence (other than to make money)? If a business is not solving a problem or fulfilling a need for customers, then it will fail.

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## Example

**2. What problem do you solve, or what need do you meet?**

Tourists visiting a destination want to experience the local culture, but they somehow don't know how to bypass the manufactured tourist experience to get to the authentic experience. Food and drink is one of the best ways of truly experiencing a culture and it also brings people together. Glasgow is such a welcoming city and it has a strong sense of 'togetherness'. Breaking bread with the locals, having a few drinks, and learning about the city is a great way to get to know the real Glasgow.

### 3. List your three main competitors\*

What do you like and dislike about them? It pays to know who you're competing against and what the industry norms are. Know them, learn from them, but don't copy them. Do your own thing! For example: Website, product/service, marketing and brand image likes and dislikes.

*\*Actually, try and find around 8-10 competitors but only use the main three at this stage. We will use the rest later in the book.*

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## Example

### 3. List your three main competitors

**Once Upon A Whisky Tours** ([onceuponawhisky.co.uk](http://onceuponawhisky.co.uk)) – Offer great, highly rated tours of Glasgow's best whisky bars, mixing in food with culture and history. They offer something unique, trying whisky with sushi or tying in with movie history. The other aspect is the main guide, Camilo, is not Scottish but hails from Columbia, so he offers a unique take on our famous drink.

Once Upon a Whisky has an easy-to-navigate website, focusing on only a few key products. They also offer gift cards. Not much content however so does not give a sense of their personality.

**The Wee Food Tour** ([weefoodtour.com](http://weefoodtour.com)) – While this company only seems to offer one product, it takes the customer to six different restaurants and independent, family-run establishments, while enjoying local 'banter' (Scottish for good-humoured chat).

They also donate £5 from their tours to local food banks to help the needy.

I like this product a lot, but I'm afraid the website looks a little too much like a blog and the homepage does not sell their products in a clear way. They have a shop to sell gift-cards which is great but it also sells brooches, which seems a little irrelevant and off brand.

**The Glasgow Food & Drink Tour** ([glasgowfoodndrinktour.co.uk](http://glasgowfoodndrinktour.co.uk)) – Another highly-rated business with a near 100% 5 -star rating on TripAdvisor.

Nice modern website that is easy to navigate and to place a booking. One criticism with the website is that their book button on product pages is on the left but once clicked, the booking calendar moves to the right. This is a minor complaint, but it is quite a confusing mechanic. They also offer gift-cards as well as stag and hen-do tours. I love the logo!



## 5. Write down the story behind your business, business name, and/or logo

People connect through stories. Storytelling is an effective way to create and sell a brand image. What is the story behind your business and its products.

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## Example

### 5. Write down the story behind your business, business name and/or logo

We created the business out of our love of three main ingredients, food, drink, and Glasgow.

Glasgow has a reputation for being an unhealthy city; it's sometimes said that we all eat deep-fried Mars Bars... which is far from the truth (although deep-fried Mars Bars is a thing!). We have so many amazing restaurants and bars offering a fusion of dishes from around the world.

For example, Glaswegians love a curry and a favourite is Chicken Tikka Masala. This dish has become a worldwide phenomenon and one of the UK's national dishes. However, the beloved Chicken Tikka Masala doesn't come from India; it was, in fact, invented many years ago in Glasgow as the chef wanted to cater to a more western pallet. In Glasgow, we also have our world-famous haggis, which is best sampled at the Ubiquitous Chip, in Glasgow's West End.

Glasgow has a deep history with food and our food is quite unique because of the diverse cultures that reside here. It is this diversity and range of cuisines what we want to showcase to our tour guests.

Our brand name was almost an accident. When discussing what we should call the business, one of our team flippantly said "When someone food, drink, tour's...". We all stopped, looked at each other and almost simultaneously said "that's it!". It says exactly what we offer in a precise way. FoodDrinkTour was born.

## 6. Share five adjectives or words that best describe your company

The words you choose should convey a lot of meaning regarding how you see yourself, or how you want to see yourself.

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2. \_\_\_\_\_
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4. \_\_\_\_\_
5. \_\_\_\_\_

## Example

### 6. Share five adjectives or words that best describe your company.

**Engaging, Innovative, Fun, Friendly, and Trustworthy.**

**Engaging** — As they leverage their team’s strengths, giving them different responsibilities, being the face of the company to engage with customers.

**Innovative** — Unique products and solutions to interact with customers.

**Fun** — Creating a culture that encourages interaction between guides and guests – a culture where the guides don’t take themselves too seriously, without sacrificing professionalism.

**Friendly** — Always having a smile on their face and being open and approachable to customers.

**Trustworthy** — Customers trust the company because of how the tour guides treat them. Great reviews, earned by offering unforgettable experiences, also contribute to the brand’s trustworthiness.



### 7. Describe your ideal customer? Is it B2B or B2C?

Selling to another business is different from selling to a consumer. The brand identity should take that into account. If you already have an ideal customer/client profile, put that down. If you're not sure who your ideal customer is, check your current customers/clients as this may give you a clue as to who you are currently attracting. Are you attracting the right audience?

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## Example

### 7. Describe your ideal customer. Is it B2B or B2C?

We cater for both types of customer as we offer tours to the general public as well as host companies taking staff on team-building experiences. We are happy to have both types of customer but the bulk of our revenue is from B2C.

## 8. What are your most profitable products?

You may offer many products, but a lot of businesses fall into the trap of promoting those they would like to sell rather than the ones that really do sell. Make a list of products that do sell and make you the most profit.

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## Example

### 8. What are your most profitable products?

We have 3 products that are our best sellers:

- Glasgow City Culinary Experience
- West End Wonders
- Glasgow Whisky Trail

## WORKSHOP TWO

# YOUR VOICE

### How do you want customers to feel each time they interact with your business?

How would you like to come across? Tick no more than one from each of the four areas below that best reflects how you want to be perceived by your customers.

#### Character/Persona

- Friendly  Playful  Warm  Authoritative
- Inclusive  Youthful  Inspiring  Professional

#### Tone

- Personal  Honest  Humble  Direct
- Loud  Cheeky  Clinical  Thoughtful

Now, select one from each that informs how you don't want your voice to be.

#### Language

- Complex  Straightforward  Savvy  Fun
- Jargon-filled  Insider  Serious  Whimsical

#### Purpose

- Engage  Entertain  Educate  Delight
- Inform  Promote  Enable  Amplify

See the next page for an extensive list.

### Example

**Character & Tone** — Friendly, Personal, Fun, Entertain

**Language & Purpose** — Authoritative, Loud, Complex, Promote

# VOICE ADJECTIVES

Active	Detailed	Glamorous	Professional	Trustworthy
Adorable	Determined	Graceful	Proud	Unconventional
Adventurous	Direct	Hip	Quaint	Urban
Ambitious	Dramatic	Hilarious	Quirky	Versatile
Artistic	Dynamic	Historic	Radiant	Vintage
Athletic	Eager	Impactful	Rebellious	Whimsical
Bold	Earthy	Industrial	Reflective	Wild
Calm	Eccentric	Informal	Relaxing	Witty
Caring	Efficient	Innovative	Reliable	Wistful
Casual	Elegant	Inspiring	Retro	Youthful
Charming	Enchanting	Intense	Revolutionary	
Cheerful	Endearing	Intentional	Romantic	
Chic	Energetic	Inviting	Rustic	
Classic	Ethereal	Irreverent	Scholarly	
Clever	Exciting	Jolly	Secure	
Collaborative	Exuberant	Joyous	Sensitive	
Comfortable	Fabulous	Low Maintenance	Serious	
Confident	Familiar	Lively	Silly	
Conservative	Fashionable	Lush	Sincere	
Contemporary	Festive	Majestic	Sleek	
Convenient	Fierce	Mature	Smart	
Cool	Flirty	Modern	Soothing	
Cooperative	Formal	Natural	Sophisticated	
Courageous	Frank	Nifty	Stable	
Creative	Fresh	Noisy	Stimulating	
Custom	Friendly	No-nonsense	Striking	
Cutting Edge	Fun	Nostalgic	Strong	
Daring	Functional	Organic	Stunning	
Dazzling	Funny	Plain	Sustainable	
Debonair	Futuristic	Playful	Swanky	
Delicate	Generous	Plucky	Timeless	
Delightful	Gentle	Powerful	Tranquil	

## WORKSHOP THREE

# YOUR PERSONALITY

Give every member of your team sticky notes and markers and have everyone write down an adjective that best describes your business, good or bad. Write as many as you like until you run out of ideas but don't make them generic. Remember, this is about your business and what makes you stand out.

Once you have a list, stick them all on a wall and throw away (recycle please) any duplicates.

Discuss with your team which is the least relevant to your brand and remove them. If no one can agree, the person leading the workshop has to make the final decision. Get the list down to around 20 then collate what is left and put them into categories. For example, "faithful" and "thoughtful" could be grouped together.

Once you have this down to around four to six adjectives, this will form the basis of your personality and should drive your public facing communications going forward.

To help you, here are some adjectives you could use but please, only put them down if they genuinely represent your business.

Adaptable, Adorable, Ambitious, Boundless, Brave, Calm, Cheerful, Classic, Cultured, Current, Dashing, Delightful, Delicate, Dynamic, Efficient, Enduring, Exuberant, Faithful, Familiar, Fearless, Generous, Gentle, Harmonious, Helpful, Honourable, Industrious, Instinctive, Joyous, Kind-hearted, Knowledgeable, Lovely, Lucky, Mature, Modern, Nice, Noble, Original, Peaceful, Pleasant, Quiet, Reflective, Romantic, Self-assured, Sincere, Spiritual, Thoughtful, Thrifty, Timeless, Unique, Vivacious, Wise, Witty, Wonderful, Zany, Zealous

See the next page for an extensive list.

## Example

**Ambitious** — as we have a strong desire to succeed and intend to deliver a high-level service.

**Dynamic** — as we adapt and change to our customers' needs & wants.

**Kind-Hearted** — as we care about our customers and want them to leave with a positive impression of Glasgow and its people.

**Unique** — as we truly believe we deliver a one-of-a-kind experience in Glasgow.

**Witty** — as we like to have fun and showcase Glasgow's sense of humour.

# PERSONALITY DEFINITIONS

## **Adaptable**

Definition: able to adjust to new conditions or able to be modified for a new use or purpose.  
Synonyms: flexible, versatile, cooperative, accommodating, amendable, etc.

## **Adorable**

Definition: inspiring great affection; delightful; charming. Synonyms: lovable, appealing, charming, cute cuddly, sweet, enchanting, bewitching, captivating, engaging, endearing, dear, darling, delightful, etc.

## **Ambitious**

Definition: having or showing a strong desire and determination to succeed or (of a plan or piece of work) intended to satisfy high aspirations and therefore difficult to achieve. Synonyms: aspiring, determined, forceful, pushy, enterprising, purposeful, motivated, zealous, etc.

## **Boundless**

Definition: unlimited, immense. Synonyms: limitless, unbound, immeasurable, abundant, untold, etc.

## **Brave**

Definition: ready to face and endure danger or pain; showing courage. Synonyms: courageous, bold, heroic, daring, plucky, audacious, valiant, etc.

## **Calm**

Definition: (of a person, action, or manner) not showing or feeling nervousness, anger, or other emotions or (of the weather) pleasantly free from wind. Synonyms: serene, tranquil, relaxed, unflustered, untroubled, still quiet, etc.

## **Cheerful**

Definition: noticeably happy and optimistic or causing happiness by its nature or appearance. Synonyms: happy, jolly, merry, bright, glad, sparkling, bubbly, agreeable, sunny, etc.

## **Classic**

Definition: judged over a period of time to be of the highest quality and outstanding of its kind or remarkably and instructively typical. Synonyms: definitive, typical, vintage, quintessential, etc.

## **Cultured**

Definition: characterized by refined taste and manners and good education. Synonyms: educated, well-informed, refined, polished, sophisticated, well read, etc.

## **Current**

Definition: belonging to the present time; happening or being used or done now. Synonyms: contemporary, modern, present-day, etc.

## **Dashing**

Definition: (of a man) attractive in a romantic, adventurous way or stylish or fashionable. Synonyms: debonair, stylish, dynamic, spruce, dapper, chic, exuberant, plucky, etc.

## **Delightful**

Definition: causing delight; charming. Synonyms: pleasant, lovely, pleasurable, enjoyable, etc.

## **Delicate**

Definition: very fine in texture or structure; of intricate workmanship or quality or easily broken or damaged; fragile. Synonyms: fine, exquisite, breakable, dainty, fragile, intricate, etc.

## **Dynamic**

Definition: (of a process or system) characterized by constant change, activity, or progress or relating to the volume of sound produced by an instrument, voice, or recording. Synonyms: active, vital, lively, electric, etc.

## **Efficient**

Definition: (especially of a system or machine) achieving maximum productivity with minimum wasted effort or expense or (of a person) working in a well-organized and competent way or preventing the wasteful use of a particular resource. Synonyms: organized, methodical, systematic, businesslike, streamlined, etc.

**Enduring**

Definition: continuing or long-lasting. Synonyms: abiding, surviving, permanent, etc.

**Exuberant**

Definition: filled with or characterized by a lively energy and excitement or growing luxuriantly or profusely. Synonyms: buoyant, cheerful, light-hearted, exhilarated, thick, dense, abundant, etc.

**Faithful**

Definition: loyal, constant, and steadfast or true to the facts or the original. Synonyms: loyal, committed, precise, steadfast, dedicated, constant, etc.

**Familiar**

Definition: well known from long or close association or in close friendship; intimate. Synonyms: informal, relaxed, casual, easy, comfortable, etc.

**Fearless**

Definition: lacking fear. Synonyms: bold, brave, courageous, intrepid, valiant, gallant, valorous, lionhearted, heroic, indomitable, etc.

**Generous**

Definition: (of a person) showing a readiness to give more of something, as money or time, than is strictly necessary or expected or showing kindness toward others or (of a thing) larger or more plentiful than is usual or necessary. Synonyms: liberal, lavish, magnanimous, kind, benevolent, plentiful, abundant, etc.

**Gentle**

Definition: (of a person) mild in temperament or behaviour; kind or tender or moderate in action, effect, or degree; not harsh or severe. Synonyms: kind, tender, light, soft, compassionate, etc.

**Harmonious**

Definition: tuneful; not discordant or forming a pleasing or consistent whole or free from disagreement or dissent. Synonyms: tuneful, balanced, cordial, melodious, compatible, peaceful, etc.

**Helpful**

Definition: giving or ready to give help or useful. Synonyms: kind, accommodating, cooperative, valuable, profitable, advantageous, etc.

**Honourable**

Definition: bringing or worthy of honour or used as a title indicating eminence or distinction, given especially to judges and certain high officials. Synonyms: honest, moral, ethical, righteous, right-minded, etc.

**Industrious**

Definition: diligent and hard-working. Synonyms: diligent, assiduous, conscientious, steady, persevering, untiring, tireless, studious, etc.

**Instinctive**

Definition: relating to or prompted by instinct; apparently unconscious or automatic or (of a person) doing or being a specified thing apparently naturally or automatically. Synonyms: intuitive, natural, instinctive, inherent, inborn, etc.

**Joyous**

Definition: full of happiness and joy. Synonyms: cheerful, ecstatic, exuberant, festive, heart-warming, jubilant, merry, etc.

**Kind-hearted**

Definition: having a kind and sympathetic nature. Synonyms: considerate, gracious, altruistic, amiable, amicable, generous, good, etc.

**Knowledgeable**

Definition: intelligent and well informed. Synonyms: well informed, learned, well read, educated, erudite, scholarly, cultured, cultivated, enlightened, etc.

**Lovely**

Definition: exquisitely beautiful. Synonyms: beautiful, pretty, attractive, good-looking, appealing, handsome, adorable, exquisite, sweet, personable, charming, etc.

**Lucky**

Definition: having, bringing, or resulting from good luck. Synonyms: fortunate, blessed, favoured, charmed, etc.

**Mature**

Definition: fully developed physically; full-grown or denoting an economy, industry, or market that has developed to a point where substantial expansion and investment no longer takes place. Synonyms: adult, grown-up, of age, fully developed, etc.

**Modern**

Definition: relating to the present or recent times as opposed to the remote past. Synonyms: recent-day, contemporary, present, current, latter-day, recent, etc.

**Nice**

Definition: pleasant; agreeable; satisfactory or fine or subtle. Synonyms: enjoyable, pleasant, agreeable, good, satisfying, gratifying, delightful, marvellous, etc.

**Noble**

Definition: belonging to a hereditary class with high social or political status; aristocratic or having or showing fine personal qualities or high moral principles and ideals. Synonyms: aristocratic, patrician, high-born, virtuous, good, honourable, upright, decent, moral, ethical, reputable, etc.

**Original**

Definition: present or existing from the beginning; first or earliest or created directly and personally by a particular artist; not a copy or imitation. Synonyms: indigenous, native, first, earliest, etc.

**Peaceful**

Definition: free from disturbance; tranquil or not involving war or violence. Synonyms: tranquil, restful, quiet, still, harmonious, friendly, cordial, non-violent, etc.

**Pleasant**

Definition: giving a sense of happy satisfaction or enjoyment or (of a person or their manner) friendly and considerate; likeable. Synonyms: enjoyable, pleasurable, nice, agreeable, likeable, amicable, personable, etc.

**Quiet**

Definition: making little or no noise or carried out discreetly, secretly, or with moderation. Synonyms: silent, still, hushed, private, secret, unofficial, etc.

**Reflective**

Definition: providing a reflection; capable of reflecting light or other radiation or relating to or characterized by deep thought; thoughtful. Synonyms: studious, contemplative, meditative, deliberate, pensive, reasoning, speculative, ruminative, cogitating, pondering, etc.

**Romantic**

Definition: conducive to or characterized by the expression of love or of, characterized by, or suggestive of an idealized view of reality. Synonyms: loving, amorous, passionate, tender, affectionate, idyllic, picturesque, etc.

**Self-assured**

Definition: confident in one's own abilities or character. Synonyms: confident, assertive, authoritative, commanding, reliant, poised, etc.

**Sincere**

Definition: free from pretence or deceit; proceeding from genuine feelings. Synonyms: heartfelt, wholesome, profound, deep, etc.

**Spiritual**

Definition: relating to or affecting the human spirit or soul as opposed to material or physical things or relating to religion or religious belief. Synonyms: non-material, intangible, religious, sacred, divine, etc.

**Thoughtful**

Definition: absorbed in or involving thought or showing consideration for the needs of other people or showing careful consideration or attention. Synonyms: pensive, reflective, contemplative, considerate, caring, attentive, etc.

**Thrifty**

Definition: (of a person or their behaviour) using money and other resources carefully and not wastefully or (of livestock or plants) strong and healthy. Synonyms: frugal, economical, sparing, careful, provident, prudent, etc.

**Timeless**

Definition: not affected by the passage of time or changes in fashion. Synonyms: lasting, enduring, classic, ageless, perennial, abiding, unfailing, unchanging, undying, immortal, eternal, everlasting, etc.

**Unique**

Definition: being the only one of its kind; unlike anything else. Synonyms: distinctive, individual, special, idiosyncratic, etc.

**Vivacious**

Definition: (especially of a woman) attractively lively and animated. Synonyms: lively, spirited, bubbly, buoyant, merry, perky, enthusiastic, vibrant, energetic, zestful, etc.

**Wise**

Definition: having or showing experience, knowledge, and good judgment. Synonyms: sage, intelligent, clever, learned, knowledgeable, enlightened, etc.



**Witty**

Definition: showing or characterized by quick and inventive verbal humour. Synonyms: humorous, amusing, funny, comic, etc.

**Wonderful**

Definition: inspiring delight, pleasure, or admiration; extremely good; marvellous. Synonyms: marvellous, magnificent, superb, glorious, sublime, lovely, delightful, etc.

**Zany**

Definition: amusingly unconventional and idiosyncratic. Synonyms: eccentric, peculiar, odd, unconventional, strange, bizarre, weird, etc.

**Zealous**

Definition: having or showing zeal. Synonyms: fervent, ardent, fanatical, passionate, devout, committed, enthusiastic, eager, keen, avid, intense, fierce, etc.