

Brand Soul Workbook

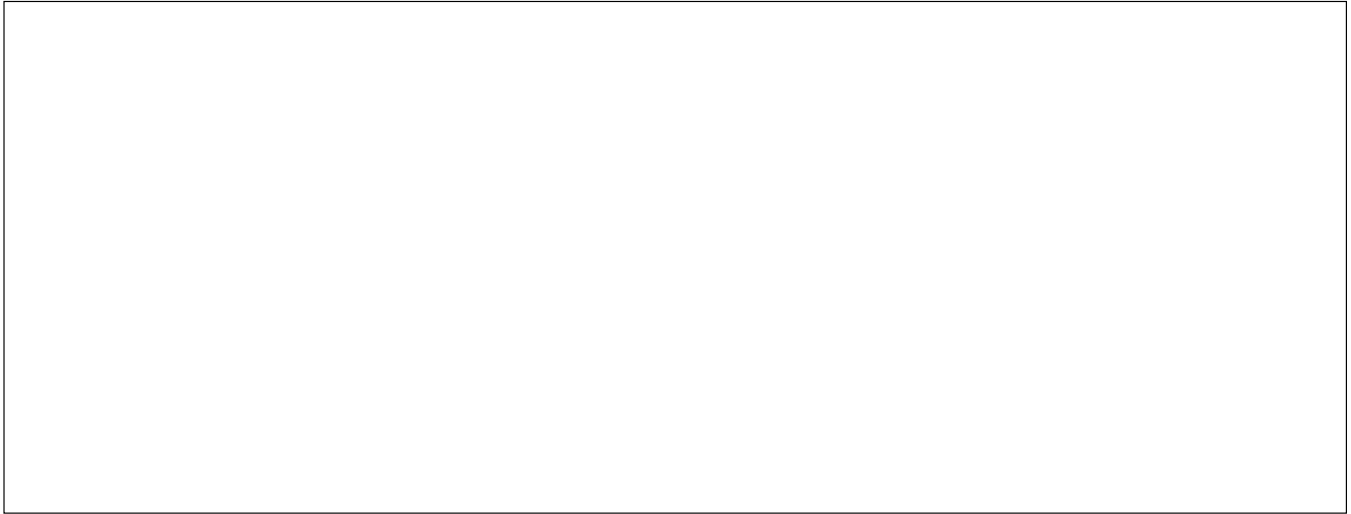
Establish your purpose, vision, mission,
and values to construct a brand
founded on a strong base.

For detailed directions to complete this exercise, follow our
[How to Find Your Brand Soul](#) blog article.



Purpose

➔ Why do we exist?



Examples

Kelp Creative Agency

We exist to help our clients effectively express their brand through media - bridging the gap between their hearts/minds and their market.

McDonalds

To be the world's best quick service restaurant experience. Be it for convenience, menu variety or value for money.

Uber

To bring transportation as reliable as running water everywhere for everyone.

Starbucks

Starbuck's brand purpose is to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time.

Harley-Davidson

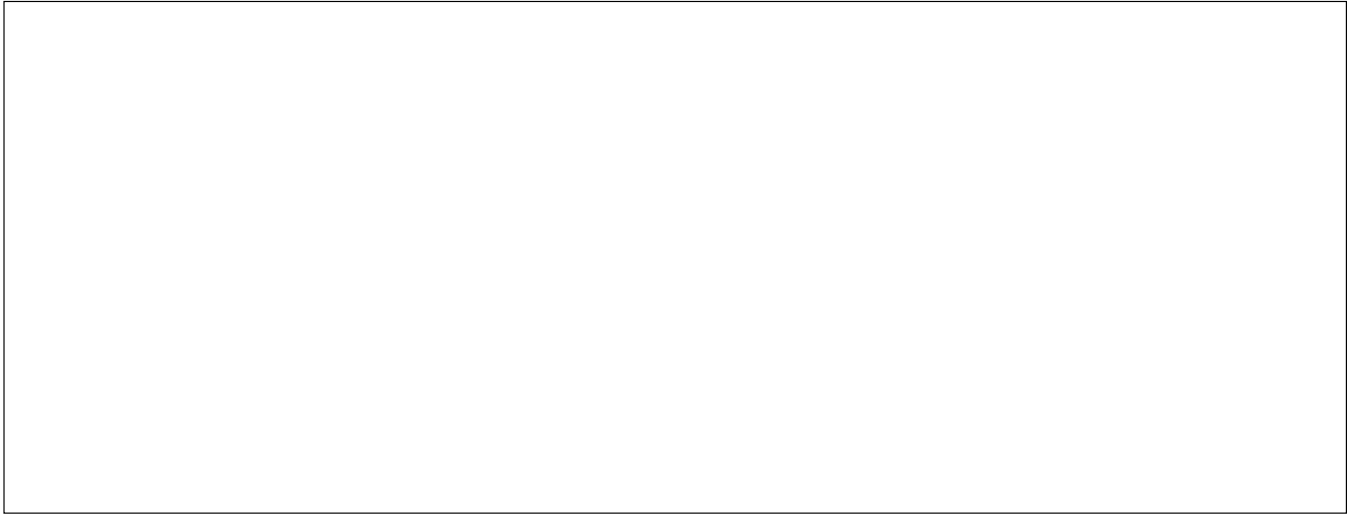
To fulfill the dream of freedom through the experiences of motorcycling.

Tesla

To accelerate the world's transition to sustainable energy.

Vision

- ➔ **What future do we want to help create?
What does the future look like?**
-



Examples

Kelp Creative Agency

Our vision at Kelp is to create a future where exceptional creativity and ingenuity can positively transform brands and businesses locally and worldwide. We aspire to lead the industry with our unparalleled creative, branding, and development services that drive innovation, inspire change, and foster growth for our clients.

Tesla

To create the most compelling electric car company of the 21st century.

Walmart

Be the destination for customers to save money, no matter how they want to shop.

Dunkin'

To be always the desired place for great coffee beverages and delicious complementary doughnuts & bakery products to enjoy with family and friends.

Teach for America

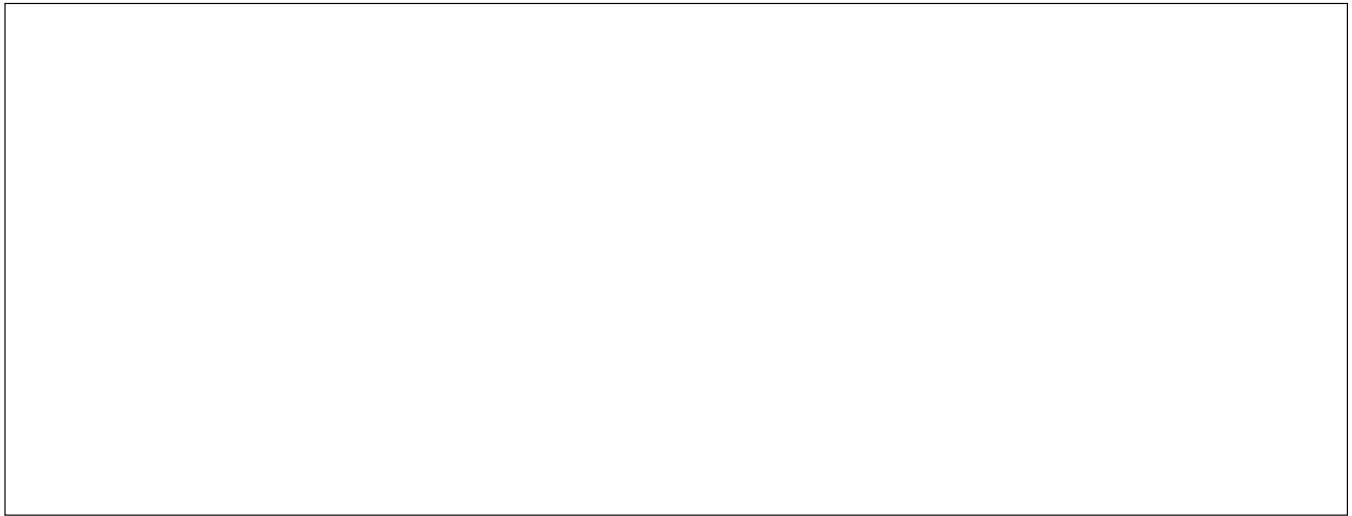
One day, all children in this nation will have the opportunity to attain an excellent education.

Alzheimer's Association

A world without Alzheimer's disease.

Mission

- ➔ **What are we here to do?**
How do we create that future?
-



Examples

Kelp Creative Agency

To create good work for good people. Bridging the gap between their hearts/minds and their market so that we cultivate relationship.

Disney

To create happiness for people of all ages, everywhere.

Harley-Davidson

To fulfill dreams of personal, All-American freedom.

Coca-Cola

To refresh the world in mind, body and spirit. To inspire moments of happiness.

Values

▶ How will we maintain our conduct in support and pursuit of our mission, vision, and purpose?

You can include as many as you like, but 3-5 is a healthy start.

Examples

Kelp Creative Agency

1. Reliable

We strive to be reliable in all aspects of our services, from creative content to development.

2. Honest

Our commitment to it is reflected in our promise to ensure that all of our content and services are authentic, accurate, truthful, and free from any deceptive or misleading practices.

3. Passionate

Our team has an unwavering commitment to excellence and is always looking for fresh ideas that will help create unique experiences for our clients.

Dunkin'

1. Honesty

You can always recover from the truth.

2. Responsibility

Own the outcome whether it's good or bad.

3. Respect

Give people their dignity and earn others' respect.

4. Humility

It's about the team. Never lose sight of those who helped along the way or those less fortunate in our communities.



Still need help to figure it all out?
Reach out. We'd love to help you bring your brand to life.