Brand Bytes

A starting workbook for a clearer business story

Work through these prompts with the people who understand your customers and delivery. Capture evidence and differing views before polishing the language. This public starter edition draws on the Brand Bytes workbook themes.

01 / Purpose and values

Describe why the business exists from the customer's perspective. Connect values to observable behaviour rather than broad adjectives. Distinguish the future you would like to create from what the business can demonstrate today.

- Which customer problem prompted the business to exist?
- What would customers miss if the business were unavailable?
- What behaviours express your values in everyday work?
- Which examples support the story you want to tell?

Notes and evidence

02 / Customers and the offer

Describe who the work suits, what they are trying to change and how they choose a provider. Compare the language used internally with questions raised by customers. Explain the contribution of each service without promising a particular result.

- Who has the problem you are well placed to help with?
- What triggers them to look for help?
- What alternatives or workarounds do they consider?
- What evidence helps them assess fit and credibility?

Notes and evidence

03 / Personality and positioning

Choose a voice that fits both the business and the audience. Write examples of how that voice appears in a service explanation, an enquiry response and a difficult conversation. Treat visual choices as design decisions to test in context, not universal psychological rules.

- What should the communication feel like, and why?
- Which phrases sound natural to the business?
- What should your language avoid?
- Can someone understand who the offer is for and what happens next?

Notes and evidence

Your working notes

Record observations before deciding what to change. Keep sensitive information in your approved business systems.

Customer problem and business purpose

Values expressed as specific behaviours

Ideal customer, trigger and decision questions

Offer, evidence and boundaries

Voice examples and phrases to avoid

Draft positioning: who we help, with what problem, through what work

Using your notes

Use the worksheet to identify gaps and align the team. Review public wording against actual delivery, available evidence and project terms before publishing it. Keep confidential business planning in your internal records.

Discuss a specific issue

Tell Digimark what you are trying to change and what you have already tried. A conversation can begin with a service enquiry. Scope and commercial terms are discussed privately.

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