



IMAGE-IDENTITY GAP ANALYSIS

Mind + mine the gap! This is individual assignment #1 of three. It is due before class on **Tuesday, April 19**. Please submit a PDF of your one-pager to BEST.stanford@gmail.com.

WHAT

To nurture and sustain a brand effectively, you must be constantly in touch with what your stakeholders (consumers, users, members) think about your brand and what you (your organization) thinks of your brand. It helps to have some language to pull these constructs apart. **Brand image** is defined as the set of **actual** associations the consumer has with a brand; **Brand identity** is defined as the set of **aspirational** associations the organization would like to have of its brand. Perform a preliminary image-identity gap analysis by capturing the brand associations from these two perspectives (internal + external).

HOW

Much of the legwork you will need to do for the image-identity gap analysis will be extremely helpful to you for the other individual assignments on experience mapping and voice guideline development. As such, we recommend you putting aside 5-7 hours of time to do your field research upfront. Please refer to the sample research notes from your t.team for reference.

Step 1 : Choose a brand or an organization you want to study for your individual assignments if you haven't already. You may do this analysis for your group brand, but it might also be useful to use this opportunity

to do analysis on a competitor. We also recommend you finding a partner to do field work with - of course, complete your assignments separately.

Step 2 : Dive in. Get out there. Go talk to a minimum of 5 'internal' individuals and 5 'external' individuals. Aim for a minimum of a 5 minute conversation with each. You will learn a lot from them and their perceptions and experiences with a brand. At some point, ask them : "What five words come to mind when you think of [name of brand]? Probe deeper and ask why if you see or hear inconsistencies i.e. "You first said 'convenience', but then you grimaced when you said 'timing'. Why?"

Step 3 : Visualize and summarize your learnings on one-page. Limit yourself to a maximum of 500 words. Briefly address the topic, your process, and your findings. Come up with one recommendation for management that would help diminish the gap. [See backside of this handout for an example of output]

Note on grading : You only need to do 2 out of 3 of the individual assignments which in total account for 30% of your grade. If you choose to do all three assignments, the third assignment will be for extra credit. You will be evaluated on (1) Creativity, (2) Persistence, (3) Thoughtfulness, (4) Thoroughness.