

The Scratch Map

Declare your idea

What is the core, long idea at the center of your brand that can guide and inspire all of your brand actions across your whole brand? Think of this as the creative brief for your entire organization.

01.

Find your tribe & rally your cult

How would you describe the people inside and outside of your brand that get you, love you and share you the most (true believers)? What needs do they have that your brand can solve?

02.

Prove your idea

How could you overcommit to your red thread and prove it to the world? Can your editorial authority inspire these ideas? Can they create a rally cry and source of pride for your internal and external true believers?

03.

Brand your way

Are you guiding your consumer through an intentional, consistent and coherent brand experience that communicates to them your idea and your way? Does every point of your consumer's experience unify the points along the path into a cohesive narrative?

04.

Bleed your idea

How can every action your brand creates be fueled by your red thread? How can you reach consumers where and when they need you most? How can you be the most top-of-mind brand in your category?

05.