

**IDENTITY**  
Reason to Be

**BUILD**

**POSITIONING**  
Reason to Believe

**BRIDGE**

**EXPERIENCE**  
Reason to Act

**BOND**

**LOYALTY**  
Reason to Trust

**CORE**  
Purpose, Values,  
Vision & Mission

**INFORM**  
Brand Credibility

How to build a meaningful and identifiable proposition, based on sustainable and pro-social values, benefits, trust and purpose.

**PROMISE**  
Solution  
USP & Benefits

**INFLUENCE**  
Brand Consideration

How to bridge the mental trust gap by offering solutions that deliver a unique, relevant and rewarding experience.

**FEELINGS**  
Engagement  
& Touchpoints

**INVOLVE**  
Brand Confirmation

How to bond (by gaining trust) with stakeholders and customers by rewarding their loyal engagement and trust-based choice.

**MOTIVES**  
Arguments,  
Attitudes & Beliefs