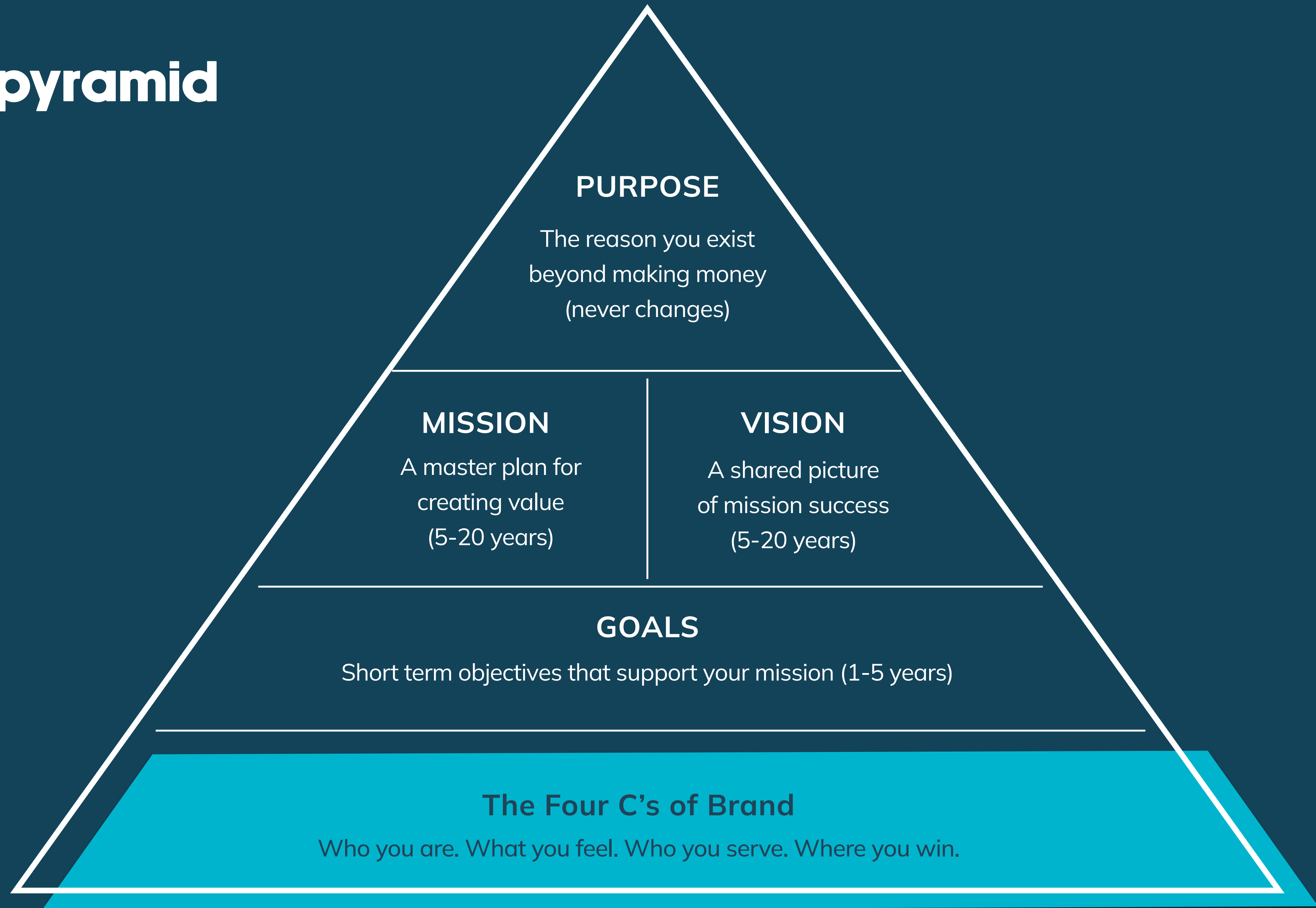


# **The Four C's to help your brand succeed**

# Brand pyramid



# The Four C's to help your brand succeed

## Character

Who you are

Brand Archetype  
Personality Traits  
Tone of Voice  
Messaging

## Culture

What you feel

Cultural Values  
Employer Brand  
Brand Essence  
Behaviours & Rewards

## Customer

Who you serve

Brand Promise  
Customer Zero  
Value Propositions

## Category

Where you win

Mapping  
Positioning  
Brand Onliness

# Circle of Influence



# Your brand's circle of influence



Drawing inspiration from Stephen Covey's influence theory, the most successful brands focus on what they can control: the genuine value they create and the meaningful difference they make in people's lives.

By consistently delivering this value, brands naturally expand their sphere of influence, attracting customers who resonate with their purpose.

Attempting to manipulate or control audiences beyond your authentic sphere depletes valuable energy, resources, and strategic focus.

The Four C's provide a strategic framework to navigate this principle effectively.

# Your brand's circle of influence



We anchor our brand narrative around a compelling character – whether a visionary hero, a wise mentor, an innovative disruptor, or a profoundly relatable everyday individual.

This character embodies our authentic personality, carrying values that deeply resonate with our ideal customers within our strategic market category.

By remaining unwaveringly true to our core purpose, we create an organic, magnetic energy that naturally attracts and nurtures a community of passionate, engaged followers.

**Chris Dowdall**  
**Brand & Culture**  
**Partner**