

FEMINA

Inclusion of Women in the Cultural & Creative Sector

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Blended Training Program: Inclusion and Diversity within Cultural and Creative Sector (CCS)



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‘Femina - Inclusion of Women in the Cultural and Creative Sector’

Blended Training Program:

Inclusion and Diversity within Cultural and Creative Sector (CCS)

Brand Identity for Female Entrepreneurs

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About Femina

'Femina – Inclusion of Women in the Cultural and Creative Sector' (2022-1-LU01-KA210-VET-000081625) is a collaborative project funded by Erasmus+ that aims to promote the participation of women in the cultural and creative sector. The project involves two partners, Luxembourg Creative Lab a.s.b.l. and Budakov Films Ltd., who have extensive experience working with creative individuals on various projects and initiatives. During our recruitment and freelancer search, we have identified specific groups of women within the cultural and creative sector:

- Women with creative backgrounds who are currently not employed in the same field but have the potential to contribute their skills and expertise.
- Women who may lack confidence in their digital skills, despite being actively involved in the cultural and creative sector.
- Women who are currently employed but aspire to embark on an entrepreneurial or freelance path within the cultural and creative sector.

By identifying and addressing the specific needs and challenges faced by these sub-segments of women, the project aims to foster inclusivity, support their professional development, and empower them to thrive in the cultural and creative field.

Unit 1: What is Brand Identity and How to Develop Your Personal Brand as a Female Entrepreneur

Tags: Brand Identity, logo, design, tone of voice

Unit 1 - Introduction

They say that every long journey begins with a single step. The prospect of starting your very own career as an entrepreneur can be daunting at first. There is a lot to consider and it can be particularly difficult for women to overcome the challenge of putting themselves out as experts in their respective fields. Unfortunately the Cultural and Creative sector, while employing many women, is in fact still not diverse enough when it comes to management and decision making positions. Pursuing a future as an entrepreneur can be challenging, but with determination, perseverance, and a positive mindset, you can achieve your goals and create a successful business.

But how do you actually start a business? The first step is to develop your very own brand identity and the first unit will provide you the necessary knowledge to do so.

1.1 What is brand identity

In the corporate world a “brand identity” is usually defined as a way for a company or product to present itself to the world. It is the combination of visual, verbal, and emotional elements. A strong brand identity helps customers to recognize and remember the brand, and creates a sense of trust and credibility. It also differentiates the brand from competitors, making it easier for customers to make a purchasing decision.

David Aaker, a well-known branding expert and author defines the term “brand” as a mental construct held by the consumer, comprising a collection of perceptions, feelings, and attitudes that people have toward the organization.

The brand elements listed in most textbooks are generally consistent – listing a logo, colors, typography, voice and tone, as well as specific imagery. The challenge is how to apply these principles in the development of your own personal brand.

This can be challenging particularly for women, who are willing to break with traditional gender-assigned stereotypes and pursue an entrepreneurial career or promote themselves as independent freelancers.

Brand name and logo - The logo is a visual representation of the brand and is often the most recognizable element. It should be simple, memorable, and reflect the brand's personality.

How does that translate to the world of personal branding? Well, the most recognizable element about any person is often their name. There are multiple examples of female name-inspired logos. Here are few examples:



img. 1 - Logos used by women entrepreneurs

Notice how many female-inspired and centered logos include serif fonts. Serifs are additional lines added to the letter in order to make them more visually appealing, but otherwise conveying no additional meaning. They are widely perceived as feminine and are often found on products and services aimed at women. We will discuss how to identify your target group later in this module.

Sans-serif fonts on the other hand literally translate in English as fonts “without additional lines”. A logo can use either one, or both of the styles.

The visuals are equally important. Some logos contain images that imply the nature of the specific business. An artist - for example - might choose to use a paintbrush on their logo, while a dentist would opt for something as obvious as a tooth. However, many modern logos include

text only. While they limit the ability for customers to understand the nature of business without additional information, this approach is not necessarily wrong. Minimalism in logo design is often associated with prestige and class.

Brand colors - The colors used in branding can evoke different emotions and create a distinct visual identity. For example, red is often associated with energy and passion, while blue is associated with trust and reliability.

Whether a particular color is perceived as feminine or masculine is highly subjective. For example - while modern society considers pink to be appropriate for girls, while blue is for boys, this was not always true historically. In fact perceptions on the two colors were reversed in the past. An article dating from 1918 from the trade publication *Earnshaw's Infants' Department* said, "The generally accepted rule is pink for the boys, and blue for the girls. The reason is that pink, being a more decided and stronger color, is more suitable for the boy, while blue, which is more delicate and dainty, is prettier for the girl."

Choosing the right color for your brand is no easy task and is very dependent on the particular area of business you are interested in, your national and regional context, as well as changing styles. Currently in both Eastern and Western Europe, various shades of purple and pink are considered to be feminine - which is why we chose these colors for the FEMINA logo.

Typography - The fonts used in branding should be consistent and reflect the brand's personality. For example, a modern, edgy brand might use a bold sans-serif font, while a more traditional brand might use a serif font.

Since the early 2010s graphic designers and marketers alike have noticed a trend towards sans-serif fonts, which affects virtually all sectors of the economy - from fashion to the tech industry (see fig. 2).



**DIANE VON
FURSTENBERG**



img.2 - Brands moving away from serif-fonts

This can be interpreted as problematic for brands inspired for and by women, as it renders a traditional perception of female centered design as obsolete or old-fashioned. The trend is often explained away with technological developments, such as making brand logos more legible in a smaller format - when viewed on a smartphone for example, or when they need to be adapted for viewing in the constricted space of a mobile app.

However other research, including FEMINA's own, suggests that women tend to be currently underrepresented amongst decision-makers in the cultural and creative sector. More women entrepreneurs may result in a change to this trend in the future.

Voice and tone - The language used in branding should be consistent and reflect the brand's personality. For example, a playful brand might use a casual, conversational tone, while a more serious brand might use a more formal tone. Creative studios, advertising agencies and leisure and entertainment establishments are good examples of the former, while banks, insurance companies and formal universities would use the latter.

Identifying the correct tone of voice is crucial for a brand's success. Once established - it needs to be consistent on all channels - including your own website and social media (See “Module 4: Social Media Guide for Women-Owned Businesses” for more information on how to run your social media profiles.)

Choosing the tone of voice is dependent largely on the target audience for your specific product or service. There are many classifications of the various types of “tones”, but the most common include: Formal; Informal; Humorous; Serious; Optimistic; Motivating; Respectful; Assertive; Conversational.

In conclusion - The brand identity defines the personality of business and you personally as an entrepreneur. Whatever logo, colors, typography styles and tone of voice you decide to select for your brand you must remember to be consistent across all media platforms that you use. Also, you can choose to take advantage of the fact that your business is female-led. Your name, for example, is an integral part of your personal branding and can be integrated into your business, as well.

Key Takeaways

- Brand identity is the way a company or product presents itself to the world, and it includes visual, verbal, and emotional elements. A strong brand identity helps customers recognize and remember the brand, creates trust and credibility, and differentiates the brand from competitors.
- Personal branding, especially for women entrepreneurs breaking traditional gender stereotypes, can be challenging, but it is important to develop a unique brand identity that reflects both your personality and engages with the target audience.
- The visual representation should be simple, memorable, and reflective of the brand's personality. Serif fonts are often perceived as feminine and will often be found in marketing aimed for women and by women. On the other hand, perceptions of feminine or masculine colors are subjective and can change over time and across different regions. Choosing the right colors for your brand depends on your business area and cultural context.

Recommendations for Further Reading

The topics of brand logo, colors and messaging are going to be further explored in Module 4: “Social Media Guide for Women-Owned Businesses”.

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Unit 2: How to learn more about your competitors and target audience

Tags: Market research, pain points, unique selling propositions, customer feedback loop

Unit 2 - Introduction

Creating a successful brand is only possible if you take into account the specificities of the target audience you are going to be working with. In the following Unit you will be introduced to the fundamental steps you must undertake to correctly define your target group

Note that your target group is not immune to changes over time. Quite the opposite is true - as your brand develops and reaches out into new segments you will encounter new types of customers. Also, your existing clients might change over time as they develop new needs and interests. This makes gathering and analyzing data critical for your success as an entrepreneur. In the following unit you will learn important tips and tricks to identify your customers correctly and gather feedback accordingly.

2.1 The art of identifying the right customer

As an entrepreneur, identifying your target group is a critical step in developing a brand identity as it will help you tailor your marketing efforts to reach the right people who are most likely to be interested in your product or service. You can follow a process of six steps to identify your target group.

Define your product or service - Before you consider developing your own brand, you must first clearly understand what you are offering. It will be best to prepare a list of your product's features and a separate list of the benefits these features provide to your prospective customers. At this stage you can prepare a preliminary SWOT analysis of your product and service to identify its strengths and weaknesses. (You will learn more about how to prepare such an analysis in Module 3: Fundamentals of Business and Accounting.)

The combination of these unique features and benefits will help you define your *USP*. The acronym stands for unique selling proposition. For example - if you are developing a career as a freelance graphic designer, the features of your service will be the skills you can offer in particular programs. If you are competent with Adobe products such Photoshop you can probably develop logos for other people. If you could do this at a competitive price and at a good quality - this provides a genuine USP for you customers.

Competitor analysis - Regardless of the type of business you aspire to run, you will inevitably face competitors at the market. You need not feel intimidated by the prospect of competing with other individuals or companies. You can learn a great deal from competitors and their target audience. Try to identify gaps in the market that your product and service can fill and look for a target group that your competitors might be missing. To stick with the example of the graphic designer from the previous section - you may discover that no one is currently developing logos for other women entrepreneurs. This is a specific market niche which you could use to your advantage.

Identify pain points and needs - Pain points are defined as challenges that your potential customers face and your product or service can address. Understanding the problems your target group is facing and how your product or service can solve them can help you narrow down the audience you are talking to.

What would the *pain point* in the designer example be? Since we already discussed that our target group will be women entrepreneurs, who need a logo for their brand, we must look at what is stopping them from developing one themselves. Perhaps they lack the technical knowledge to design it by themselves. In this example the graphic designer should reach out to these people with a targeted message suggesting that they do and can simplify work for them.

Conduct market research - Conduct thorough market research to gather data and insights about your potential customers. This can include demographic information such as age, gender, location, income level, education level, occupation, and more.

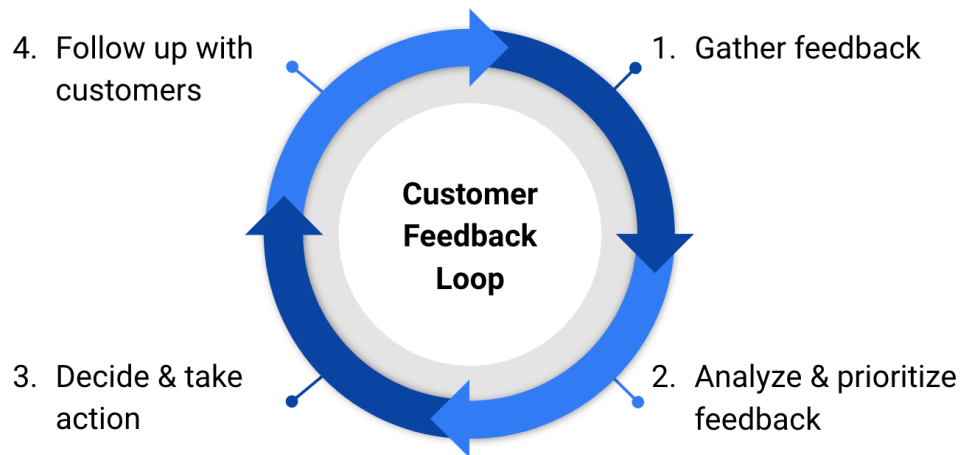
You can use the services of a dedicated market research company which will prepare a set of surveys, interviews, and online analytics to collect data. However, this can be expensive and might not be a good fit for a small business owner or a solo entrepreneur. Luckily, the rapid advances in technology have provided the means to create surveys for research purposes at a fraction of the price that an agency would require.

Your target group will inevitably evolve as business does and you will need to address these changes, anticipate them and constantly refine your brand message. In order to do this successfully you must take into account the feedback received by customers. The process of managing feedback will be viewed in depth in the next section.

2.2. The Customer Feedback Loop

The Customer Feedback Loop (or CFL) in short refers to a common practice in marketing and management. Unlike many other models, it is not widely attributed to a single researcher, but instead reflects the experience of a multitude of companies. This is why you may have come

across several variations of the CFL model. However, the most common definitions outline 4 steps (see img. 3)



img. 3 - A graphical representation of the Customer Feedback Loop. Source: Canvas.io

Gathering feedback - The first step is to gather feedback from your customers. This can be achieved directly - by talking to customers personally and requesting feedback on your processes, quality of products and services, as well as your brand identity in general. Additionally you could monitor the activity of users in your various social media accounts, as well as online publications, related to your business sector.

There are digital tools that allow you to collect data from social media, by estimating the percentage of positive and negative comments, the most common topics discussed by your customers, as well as their overall satisfaction with your brand. Specific instruments you could use to achieve this include Socialbakers, Sprinklr and various media monitoring agency services. However, bear in mind that these will likely not be available free of charge or will likely include different packages with different price-points.

A good idea is to gather feedback directly on sale with additional questions. If you do not see your client in person, you could prepare an online questionnaire, including questions on how

they discovered your brand, what they were satisfied with and what would require additional improvements.

Analyze and prioritize data - Once you have gathered a sufficient amount of data, it is important to quantify the data by relevance and topics. If a particular issue has been highlighted by a statistically significant number of customers, then this is likely something that needs to be addressed. If - on the other hand - you have a starkly negative comment, but it is uncommon among the respondents in the feedback, you need not prioritize it immediately.

The question that arises at this point is how many responses constitute a statistically significant number. This will vary with the number of customers you have requested feedback from. A good idea is to monitor for answers that have a 10% of higher prevalence. Uncommon complaints are important for your business as well, but you must target the most common ones first.

Taka actions - The study of your customers is not strictly academic. You need to be ready to take quick and decisive actions to improve your products, services and brand in general. While your brand is still new and adjusting to the market you can take bold steps such as adjusting your message and re-targeting customers.

Modern marketing campaigns, especially the ones organized in a digital environment can be modified and adjusted with relatively little to no additional investments. This makes online marketing a very appropriate tool for aspiring entrepreneurs.

Follow up with customers - After the necessary changes have been implemented, you can reach out to your target audience again for repeated sales or pitching new and improved products and services. You have several options to recontact people. First you could personally communicate with customers. This may be a highly effective method of engagement as it helps humanize and personalize your brand and identify it with yourself as an expert in your respective field. However, these may not be applicable once the number of customers increases.

A secondary option will be to use digital technologies. You can add cookies and tracking pixels to your website to follow clients with advertising for repeated sales. Platforms such as Google's AdSense are appropriate tools for such an approach.

Key Takeaways

- Developing a successful business requires prior research. Make sure you identify your competitors and prepare a comprehensive evaluation of your own strengths and weaknesses.

- You need to identify what constitutes the unique selling proposition (USP) of your product and find ways to communicate this with your customers.
- Customer relations are a two-sided process, which requires constant communication. Remember to ask questions, take actions to constantly improve your products, services and brand in general, as well as to recontact customers for repeated sales.

Recommendations for Further Reading

In order to expand on your knowledge on starting new businesses and products, you should acquaint yourself with Module 3: Fundamentals of Business and Accounting.

References for Unit 2:

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Unit 3: How to define your brands mission, vision and goals

Tags: mission, vision, public relations, communications, identity

Unit 3 - Introduction

The French call it “Raison d’être” - literally “a reason to be”, or more poetically - “a purpose in life”. Brands, much like people, require a raison d’être in order to live a successful life. The mission, vision and goals of a large corporation would normally be defined by the Public Relations department. As an aspiring entrepreneur you can achieve the same by yourself.

You will learn how in the following unit.

3.1. What is a “brand mission” and how to define it?

The mission is the overall purpose or reason for an organization's communication efforts. It answers the question. “Why does the brand exist and what do you want to achieve through our communication?”. As a woman in the entrepreneurial field, you can choose to reflect on the specificities of running business as a woman. If women are significantly represented in your target group, you can leverage your position as female business owner to increase your appeal by including women’s empowerment and tailored to women solutions as key reasons for the existence of your brand.

A good example of a popular brand, stating a female-inspired mission is Dove. The cosmetics company has stated that its mission is to empower women and promote positive body image. Their viral "Real Beauty" campaign for example challenged beauty standards and celebrated the diverse beauty of women of all shapes, sizes, ages, and backgrounds. Furthermore, Dove has launched initiatives such as the Dove Self-Esteem Project, which provides resources and workshops to boost young people's self-esteem and body confidence.

 Real women. Real beauty



img. 4 - Promotional materials for the “Real beauty” campaign. Source: Dove.com

Of course, the mission of your brand does not necessarily have to involve women in particular in order to be successful and appropriate for you personally. However, given the established lack of diversity among decision-makers in the cultural and creative sector, this can be identified as a good niche for developing your brand identity.

3.2. What is a “brand vision” and how to pursue it?

While your brand's mission revolves around the particular problems you are currently addressing, the vision presents the desired future state of an organization's communication efforts. It paints a picture of what your brand aspires to achieve in terms of communication outcomes. A properly defined vision for your brand will help prospective customers relate to you and share your purpose.

The outcomes, described in your brand's vision, must be realistic, achievable and consistent with all other brand imagery and mission.

A good example of a popular brand sharing their vision with a female audience is Nike. Their stated mission is to achieve gender equality in athletics, which is why they have launched two powerful campaigns aimed at female customers - “The Force is Female” and “Dream Crazier”.

In these campaigns they have demonstrated successful professional female athletes as examples of people who have already achieved their goals in sports.



img. 5 Promotional material from “The Force is Female campaign”.

Note the serif fonts used in the visual (see img. 5). As described in Unit 1, serif fonts are often perceived as feminine. This campaign successfully shows that they can be applied to traditionally male-dominated businesses such as sports apparel.

3.3. What are your “brand goals” and how to set them realistically?

Your brand goals are specific, measurable, and time-bound objectives that you yourself set to achieve your overall mission and vision. They are the concrete targets that an organization aims to reach through its communication efforts. Examples of brand goals could include increasing media coverage by a certain percentage, improving customer satisfaction ratings, or generating a certain number of positive social media mentions.

Brand goals need not necessarily be made public to a wider audience, but must be clear to you as an entrepreneur and to any staff members your business may employ. Your initial goals must reflect the fact that you are an entrepreneur and your brand is still young. For this reason, you can set yourself goals aimed at raising awareness to your brand (and its mission and vision), reputation management and audience engagement.

You should formulate these goals as concise statements so that you can understand them better yourself, as well as to relay them better to co-workers, subcontractors and partners. An example of a brand goal statement would sound like the following:

Increase brand awareness by securing coverage in at least two local business publications and growing social media following by 20% within the next six months.

It is self-evident that such a statement is not meant for customers and is rather intended for internal use. Note how it includes key metrics - two publications, 20% growth rate as well as a timely schedule to achieve them - 6 months in the provided example. This is an example of the so-called SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals. They must be aligned with your overall personal branding strategy and business objectives. Regularly monitor and measure your progress towards these goals and make adjustments as needed to ensure you are effectively leveraging PR to build your personal brand as an aspiring entrepreneur.

We will focus extensively on the process of setting goals and planning your workflows, including the SMART methodology, in Module 6: Lead like a Female Entrepreneur.

Key Takeaways

- Every brand must have a raison d'être in order to be successful. This makes the brand more relatable and provides a context for all additional communications activities that you will be conducting in the future. This purpose can be described as part of the brand's mission statement. The statement is public and is constantly communicated with the audience.
- The brand vision differs from the mission in that it describes the desired future outcomes of the communications activities. The brand vision is also something that needs to be communicated with the target audience of the company.
- The brand goals must be specific, measurable, achievable, relevant, and time-bound in order to be effective in bringing your company forward.

Recommendations for Further Reading

Setting objectives for your business, co-workers, employees and subcontractors will be further explored in Module 6: Lead like a Female Entrepreneur.

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Good Practices

Bo Joy Quaini: Not only is the majority of my team composed of women, but globally the business itself is dominated by women.



To discuss the issues of brand identity for women entrepreneurs, we reached out to Bo Joy Quaini - an businesswoman with many years of experience in her field. Bo is the owner of BO CREATIONS, a company dedicated to organizing destination weddings and events. Its headquarters are in Desenzano del Garda on the south side of the biggest lake in Italy – Garda. The company's been on the market for a little over 16 years now and it operates in 5 main countries, serving both European and American markets. Bo manages a very international team of 12 employees, all of them creatives in fields like art, design – architectural, graphic, floral and interior. And last but not least, the company manages a database of direct vendors, who number over 1200 companies. Over the past years Bo has had clients representing around 170 different nationalities.

How did you develop the brand identity for your company?

Since the beginning BO CREATIONS's logo has always been in green color – as it's one of the two main colors bringing peace to the soul, speaks of life and growth. It changed its shape a few times but it has always been written in full.

Just recently we decided to create a new one, more stylized and minimalistically modern – just the two first letters of both words creating the name B(o) C(reations), and draw it as a symbol that could easily leave a trace into the mind of one.

We also decided to color it in classic black. We created versions of it in white, dark and light grey as well. Of course, together with the change of logo we've changed the slogan, main fonts and look of the entire company's branding kit.

Are women appropriately represented in your business and, if so, does that give you a competitive advantage?

Yes, not only is the majority of my team composed of women, but globally the business itself is dominated by women. Managing weddings and events requires creativity and a keen eye for details. This is something that women excel at and having all these excellent professionals on my team is a definite advantage.

This helps in dealing with our clients as well – for weddings we communicate mostly with women, who often share our passion for details. Men are important customers as well, of course. For other business events most of the clients are men. This also highlights why we need more women in entrepreneurship.

How did you identify the target audience of your brand?

For a company organizing weddings and events it was very straightforward. We started off by defining the services we would provide: engagements, elopements, weddings, vow renewals, floral design, corporate events, and everything else in connection with the previously stated. These were our strengths. From there we identified the key opportunities in front of us, such as destination weddings. In a way, it was a basic SWOT analysis, even though we didn't call it that at the time.

Tips & Recommendations

- Brand identity encompasses the visual, verbal, and emotional elements through which a company or product presents itself to the world. A robust brand identity facilitates brand recognition, fosters trust and credibility, and sets the brand apart from competitors.
- Developing a unique brand identity that reflects your personality and engages with the target audience is crucial, especially for women entrepreneurs who challenge traditional gender stereotypes.
- The visual representation of your brand should be simple, memorable, and aligned with the brand's personality. Serif fonts are often associated with femininity and are commonly used in marketing targeting women. However, perceptions of feminine or masculine colors are subjective and can vary across regions and time. Choosing appropriate colors for your brand depends on your business area and cultural context.
- Conduct thorough research to establish a successful business. Identify your competitors and perform a comprehensive evaluation of your own strengths and weaknesses.
- Determine your product's unique selling proposition (USP) and effectively communicate it to your customers.
- Building strong customer relationships requires ongoing communication. Continuously ask questions, take actions to improve your products, services, and brand, and follow up with customers for repeat sales.
- Every successful brand needs a *raison d'être*, which makes it relatable and provides a context for future communication activities. This purpose should be included in the brand's mission statement, which is publicly communicated to the audience.

- To drive your company forward, set brand goals that are specific, measurable, achievable, relevant, and time-bound (SMART goals).

Glossary

Brand - A brand is a unique and identifiable identity or image associated with a company, product, or service. It encompasses the company's name, logo, visual elements, values, mission, and reputation that distinguish it from competitors and influence customer perception.

Customer Feedback Loop (CFL) - The Customer Feedback Loop refers to the process of actively seeking, collecting, analyzing, and responding to feedback from customers. It involves various methods, such as surveys, reviews, social media listening, and customer support interactions, to gather insights and make improvements to products, services, or customer experiences.

Logo - A logo is a visual symbol or mark that represents a brand. It is typically a unique design or graphic element that is used to identify and differentiate a brand from others. Logos are often used on various marketing materials, such as packaging, websites, social media, and advertisements.

Tone of voice - Tone of voice refers to the style, manner, or attitude in which a brand communicates with its audience. It encompasses the language, messaging, and style of communication used in brand materials, including written and verbal communication. The tone of voice should align with the brand's personality, values, and target audience.

Unique Selling Proposition (USP) - Unique Selling Proposition is a distinctive and compelling attribute or benefit that sets a brand, product, or service apart from competitors in the market. It is the unique value proposition that communicates why customers should choose a particular brand or product over others.

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Check Your Knowledge (Multiple Choice with one correct answer)

1. How would you best describe the concept of brand tone of voice?

- a) The consistent style and way a brand communicates its messages.
- b) The tone of voice is a company policy regulating, produced under the supervision of the PR department, regulating the public appearances by employee.
- c) The tone of voice is the musical pitch used in audio-visual commercials, produced for a particular brand.
- d) The tone of voice is synonymous with volume.

3. What should the unique selling propositions for your brand contain?

- a) Time-limited promotions for reduced prices for specific products.
- b) The physical shape and size of your products.
- c) A distinctive feature or benefit of a product or service that sets it apart from competitors.
- d) Offers with different prices for different customers.

4. Which fonts are traditionally perceived as feminine?

- a) All Serif fonts
- b) All Sans-serif fonts
- c) Only specific fonts, such as Verdana, Calibri and Arial
- d) Vintage fonts, reminiscent of typewriters

5. Why is it important to develop a brand mission?

- a) It is a marketing trick, meant to generate additional media coverage during the launching of the new brand.
- b) It makes the brand more relatable and provides a context for all additional communications activities that you will be conducting in the future.

- c) It improves the motivation of employees working for the entrepreneur.
- d) It sets daily objectives to be followed by project managers.

6. Which of the following is a commonly used methodology for gathering information about customer satisfaction?

- a) Market research
- b) SWOT analysis
- c) Customer Feedback Loop
- d) PEST analysis

7. Which of the following activities will help you identify the target audience for your brand?

- a) Brainstorming exercise.
- b) Competitor analysis and user “pain points”
- c) Graphic design and copywriting
- d) Social media marketing

8. Which of the following is a well-structured brand goal?

- a) Increase brand awareness by securing coverage in at least 10 media outlets within the next six months.
- b) Become more popular on social media such as Instagram, Tik-Tok and Facebook.
- c) Increase sales in your online store.
- d) Buying new equipment for your office.

9. Which of the following statements is NOT true?

- a) Developing a successful business requires prior market research.
- b) You need to identify what constitutes the unique selling proposition (USP) of your product and find ways to communicate this with your customers.
- c) The brand logo is an important aspect of your brand identity.

- d) Customer communications are a one-sided process. Entrepreneurs and their businesses should take the leading role and convince their target group of the benefits of their product?

10. Which of the following is NOT a type of tone of voice?

- a) Democratic
- b) Conversational
- c) Formal
- d) Consultative