

Scottish Agritourism Monitor Farm Programme

How To Guide

‘Humanise your Brand’



During the West Central Monitor Farm meeting on 26th June 2019, Lesley Wood from [LWM Consulting](#) carried out an exercise with delegates, helping them to describe the brand they were trying to develop and begin to inform marketing messages, social media content, colour schemes and visual imagery.

Below is a copy of the questionnaire.

Brand Name?	
Is your brand gender specific?	
What age is your brand? (be specific)	
Where does your brand sit in terms of income bracket?	
Does your brand have a nationality?	
<ul style="list-style-type: none"> • Are you formal or informal? • Fun or funny? • Educational? Educated? Does it matter? • A risk taker, or a risk manager? 	
<ul style="list-style-type: none"> • What does your brand like to do in general? • Specifically, how does your brand spend time at the weekend? • Does your brand have hobbies? • Do you socialise a little, a lot, too busy to socialise? • Where do you socialise? 	
As a brand, are you fit and healthy? Is this important?	

<p>Is the environment important to your brand?</p> <p>Explain?</p>	
<p>What does your brand value?</p>	
<p>What brands does your brand associate with, in terms of commonality, quality and/or values?</p> <p>What brand would your brand go o a night out with?</p>	
<p>How would you like prospects and customers to fell after interacting with your brand?</p>	
<p>What do you want your brand to be known for?</p>	
<p>Sum up – what words describe your brand?</p>	
<p>Based on the answers you have given so far, are there colours that would better represent your brand?</p> <p>Are you bright and bold?</p> <p>Clean and clear?</p>	
<p>General comments</p>	

Notes: Now think about what your brand says on social media and the themes you choose to talk about?