2105 What a Brand Actually Is

Product Fieldbook · https://kb.jeffreysummers.com/docs/2105-what-a-brand-actually-is-2/

The Demand

Before your next marketing decision, list every brand element currently in front of your Guest every shift — menu, signage, uniforms, social presence, how a problem gets handled, how a regular gets remembered — and mark which ones you actually own versus which ones are fragments left to chance or outside vendors. Pick the fragment doing the most damage and decide this week whether you will own it or keep dressing an experience that hasn't been built yet.

The Work

List three brand elements Guests experience every shift:

Element 1:

Owned deliberately or a fragment left to chance:

Element 2:

Owned deliberately or a fragment left to chance:

Element 3:

Owned deliberately or a fragment left to chance:

What you believe Guests say about your restaurant when you are not in the room:

What you actually know they say, based on reviews, referrals, or direct feedback — and the gap between the two:

Rate whether you are building the experience first or dressing it with logo/color/positioning work before the experience earns it, 1-5 (1 = pure theater, 5 = fully earned):

The one fragment you will convert to an owned, intentional brand element this week: