

# BRAND CONSISTENCY: DEFINE THE JOURNEY

Use the chart below to map out your customer’s exposure to your brand and any known details of that experience. Be sure to fill out one sheet for each customer persona you identify.



|                   |                     |                    |                     |                  |                  |  |
|-------------------|---------------------|--------------------|---------------------|------------------|------------------|--|
| [draw my picture] | <b>DESCRIPTION</b>  |                    |                     |                  |                  |  |
|                   | <b>MOTIVATION</b>   |                    |                     |                  |                  |  |
|                   | <b>KEY CRITERIA</b> |                    |                     |                  |                  |  |
| <b>AWARENESS</b>  | <b>VALIDATION</b>   | <b>ACQUISITION</b> | <b>FACE-TO-FACE</b> | <b>RETENTION</b> | <b>ADVOCACY</b>  |  |
|                   |                     |                    |                     |                  |                  |  |
| <b>OWNERSHIP</b>  | <b>OWNERSHIP</b>    | <b>OWNERSHIP</b>   | <b>OWNERSHIP</b>    | <b>OWNERSHIP</b> | <b>OWNERSHIP</b> |  |
|                   |                     |                    |                     |                  |                  |  |