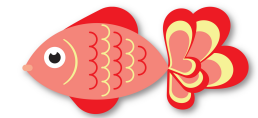


THE BRAND VALUE CANVAS



SMALL FISH

<p>Core Value What are some of the values your brand stood for?</p>	<p>Purpose Why you are in business?</p>	<p>Experience How would your customer experienced your brand?</p>	<p>Brand Story Create a brand story that you can tell over and over again.</p>
<p>Internal What do your brand means to the employees?</p>	<p>Brand Logo</p> <p>Strategic New Leads Branding Marketing Strategic that help generate new leads</p>	<p>Strategic Existing Customers Branding Marketing Strategic that help on repeat sales</p>	<p>Problem Solved What are the problems you help your customer solved?</p>