

# Brand Essence

## 1. Value Proposition:

An online management tool that collects employee sentiment data on important topics in the workplace, identifying opportunities for the business to unleash synergy

Tag line: '*Unleash the power of synergy*'

## 2. The Culchar Promise:

Key brand benefit - Culchar will unleash the power of synergy in your business

- Simplicity
- Clarity
- Synergy

## 3. Facts & Symbols (rational)

- An 'unleashing synergy' icon? – could be an '&' or something embodying ' $1+1 = 3$ '
- 100% Anonymous badge – smiling face

## 4. Culchar Personality (emotional)

- Professional
- Light hearted / Humorous
- Faces up to reality, accepts it and moves on
- Trusting
- Positive intent
- Honest
- Vulnerable
- Evolution of the team, not individuals

## 5. What Culchar does for me (rational)

- Employer: It provides clarity by telling me what we are doing well and where we can improve
- Employee: We can express what is on our minds and how we feel to the people (management) who can do something about it.

## 6. How would I describe the product (rational)

- Simple and easy to use (User interface / Navigation)
- Insightful, easy to read reports
- Accessible
- Clean

## 7. How does Culchar make me feel (emotional)

- Employee: Like a leader who is listening, mature, wise
- Employee: Heard, safe, understood, part of the team

## 8. How does the brand make me look (emotional)

- Employer: Open - We need to hear what you have to say to make this business better
- Employee: I'm committed and doing my part

