

# Brand DNA Exercise

This exercise is designed for teams of 4 or more active participants, with data collected from as many as 30 company stakeholders and community members. The individuals submitting data should pick five words to represent the brand in question. The active participant team is then responsible for collecting all the submissions and grouping them into categories. Each category can then be organized into structured affinity groups, or molecules. Finally, the most representative word from each group can be combined into the master brand DNA molecule, which has five primary words and may have secondary words related to one of the primaries.

ORIGINAL SUBMISSIONS



MOLECULE GROUPS



BRAND DNA MOLECULE

