

KEYWORD BRAINSTORM

WORKSHEET | 10 MINUTES ⌚

Key words are free based associations that allow us to define three distinct words that we can begin to work into communications. These three words, when used properly help to embed a brand into the unconscious human brain by ways of a retrieval set. It has been studied that when brands interact with people, they taking away words associated through messaging or visuals. They then classify three emotive words by the relevance they feel to their own life. Let's discuss what this looks like, and the importance of consistent key messages across multiple organizations.



SUCCESS TIPS

- Don't censor yourself
- Don't make a word fit
- Do use thesaurus
- Do think outside the box

- A** List words to encapsulate what your business is, in this **word association exercise?**
Need help? Like individuals, traits given to brands draw people in. Words with emotive human personality traits allows the audience to easily identify and retain key words. Drawing a blank? Think of your business as a person, what they would sound like (happy, confident, pleasant), and think about how they would act (friendly, authentic). Traits such as these given to brands help viewers to identify and classify a brand.

