



# LEMON SEED WORKBOOK

\*TO BE USED IN RELATION WITH THE LEMON SEED CONTENT

**LEMON SEED 15: DECODING BRAND DNA**  
CULTURAL LESSONS FROM LEGO AND BENETTON





**wellpalcreative.com**

Helping build brands as instruments. not ornaments.



ICK PIG (EXTENDED VERSION) - [ WELLPAL SEED #2 ]

In a pig, we're making meaningful changes to a failed product or business idea, and we're making it work.



DINOSAUR - [ WELLPAL SEED #1 ]

Other people at their education, business plan, and product, can learn without learning, and so is a good idea.



MARATHON VS. SPRINT - [ WELLPAL SEED #1 ]

Challenging the norm, we explore if business truly begins as a vision, and the importance of rapid business growth.



# Welcome,

To to another WPC DIY workbook

Use this in combination with the insights of the following lemon seed:

## Decoding Brand DNA: Cultural Lessons from LEGO and Benetton

<https://wellpalcreative.com/decoding-branddna-wellpal-seed-15/>

THE FOLLOWING SET OF EXERCISES IS DESIGNED TO HELP YOU APPLY THE INSIGHTS FROM OUR LEMON SEED BLOG POST TO YOUR OWN BRAND OR BUSINESS AS PART OF OUR DIY SERIES TO HELP MORE PEOPLE THINK OF THEIR BRAND AS AN INSTRUMENT EVEN WHEN ON A BUDGET OR IDEA STAGE.

### BY ENGAGING WITH THESE THOUGHT-PROVOKING ACTIVITIES, YOU'LL BE ABLE TO:

1. Critically examine your current branding and communication strategies
2. Identify opportunities for increased transparency and authenticity
3. Explore innovative ways to collaborate and engage with your audience
4. Develop a more ethical and responsible approach to information sharing
5. Strengthen your brand's resilience in the face of misinformation challenges

Each exercise is crafted to encourage deep reflection and practical application. By working through these activities, you'll gain valuable insights that can help transform your brand's approach to transparency, collaboration, and ethical decision-making in the digital age.

Remember, there are no right or wrong answers. The goal is to stimulate creative thinking and inspire actionable ideas that align with your brand's unique values and objectives.



# EXERCISE 1

CULTURAL CODES AUDIT

# NOTES





THE “THINK ABOUT IT” SLIDE

# Cultural Codes Audit

Examine your brand's current messaging, imagery, and associations. What cultural codes or meanings is it tapping into, intentionally or unintentionally? Are these aligned with your brand strategy and values? Identify any gaps or opportunities to better leverage relevant cultural codes.

BUILD INSTRUMENTS





# EXERCISE 2

BRAND ARCHITECTURE

# NOTES





## THE “THINK ABOUT IT” SLIDE

### Brand Architecture Mapping:

Map out your current brand architecture, showing relationships between your corporate, product, and sub-brands. Does this structure effectively communicate your brand hierarchy to consumers? Consider how you might adjust it to better reflect cultural meanings and consumer perceptions.

BUILD INSTRUMENTS





# EXERCISE 3

BRAND STORYTELLING



# NOTES





## THE “THINK ABOUT IT” SLIDE

### Brand Storytelling:

Reflect on your brand's origin story and key narratives. How do these stories connect to broader cultural themes or values?

Brainstorm ways to evolve your brand storytelling to resonate more deeply with your target audience's cultural context.

BUILD INSTRUMENTS





# EXERCISE 4

CULTURAL TOUCHPOINTS



# NOTES



THE “THINK ABOUT IT” SLIDE

**Cultural Touchpoints:**

List all the touchpoints where consumers interact with your brand. For each, consider the cultural associations and meanings being conveyed. Are these consistent across touchpoints? Identify opportunities to create a more cohesive cultural brand experience.

BUILD INSTRUMENTS





# REFLECTION EXERCISES

THE CONCEPT OF "OPEN SOURCE BRANDING:  
LESSONS FROM BELLINGCAT'S TRANSPARENCY"  
IN MORE DEPTH



# Branding Lessons

Open Source Branding, inspired by Bellingcat's approach, is a strategy that emphasizes transparency, collaboration, and community engagement in building a brand.

**EXPLORE SOME OF THE KEY ASPECTS WITH YOUR TEAM INTERNALLY:**

## 1. EMBRACE CULTURAL RELEVANCE



BRAND CULTURE IS SHAPED BY HISTORY, SOCIETY, AND BROADER CULTURAL FORCES, NOT JUST BY MARKETING EFFORTS.



### **ACTIONABLE APPLICATION**

- RESEARCH AND UNDERSTAND THE CULTURAL CONTEXT YOUR BRAND OPERATES IN
- ALIGN BRAND VALUES WITH RELEVANT SOCIETAL TRENDS AND VALUES
- REGULARLY REASSESS YOUR BRAND'S CULTURAL RELEVANCE AND ADJUST AS NEEDED

## 2. FOSTER BRAND FLEXIBILITY



SUCCESSFUL BRANDS BALANCE CONSISTENCY WITH ADAPTABILITY TO REMAIN RELEVANT.



### **FOR BRANDS, THIS COULD MEAN:**

- DEVELOP A CORE BRAND IDENTITY THAT ALLOWS FOR FLEXIBILITY IN EXPRESSION
- CREATE GUIDELINES FOR HOW YOUR BRAND CAN ADAPT TO DIFFERENT CULTURAL CONTEXTS
- EMPOWER LOCAL TEAMS TO MAKE CULTURALLY-RELEVANT BRAND DECISIONS



# OUR OWN REFLECTION ON THE LESSON

## LESSON 1 REFLECTION

IDENTIFY 3 CURRENT CULTURAL TRENDS RELEVANT TO YOUR INDUSTRY. FOR EACH, BRAINSTORM HOW YOUR BRAND COULD AUTHENTICALLY ENGAGE WITH OR REFLECT THESE TRENDS.

## LESSON 2 REFLECTION

LIST YOUR BRAND'S CORE VALUES. FOR EACH, DESCRIBE HOW IT COULD BE EXPRESSED DIFFERENTLY IN TWO DISTINCT CULTURAL CONTEXTS WHILE MAINTAINING ITS ESSENCE.





### 3. TAP INTO DEEP CULTURAL MEANINGS



SUCCESSFUL BRANDS LIKE LEGO AND BENETTON CONNECT WITH FUNDAMENTAL HUMAN DESIRES AND CULTURAL VALUES.



**FOR BRANDS, THIS COULD MEAN:**

- IDENTIFY THE DEEPER CULTURAL MEANINGS AND VALUES YOUR BRAND CAN AUTHENTICALLY REPRESENT
- DEVELOP BRAND NARRATIVES THAT RESONATE WITH THESE DEEPER MEANINGS
- ENSURE ALL BRAND TOUCHPOINTS REINFORCE THESE CORE CULTURAL CONNECTIONS

### 4. NAVIGATE CONTROVERSY STRATEGICALLY



CONTROVERSIAL BRANDING CAN BE POWERFUL BUT RISKY, REQUIRING CAREFUL CONSIDERATION OF CULTURAL CONTEXT.



**FOR BRANDS, THIS COULD MEAN:**

- ASSESS POTENTIAL RISKS AND BENEFITS BEFORE ENGAGING IN CONTROVERSIAL BRANDING
- ENSURE CONTROVERSIAL ELEMENTS ALIGN WITH CORE BRAND VALUES AND LONG-TERM STRATEGY
- DEVELOP CRISIS MANAGEMENT PLANS FOR POTENTIAL BACKLASH



# OUR OWN REFLECTION ON THE LESSON

## LESSON 3 REFLECTION

IDENTIFY ONE FUNDAMENTAL HUMAN DESIRE OR CULTURAL VALUE YOUR BRAND COULD REPRESENT. OUTLINE A BRAND STORY THAT ILLUSTRATES THIS CONNECTION.

## LESSON 4 REFLECTION

IDENTIFY A SOCIAL ISSUE RELEVANT TO YOUR BRAND. OUTLINE A POTENTIAL CAMPAIGN ADDRESSING THIS ISSUE, INCLUDING POTENTIAL RISKS AND MITIGATION STRATEGIES.





## 5. CULTIVATE INTERNAL-EXTERNAL BRAND ALIGNMENT



SUCCESSFUL BRAND CULTURE REQUIRES ALIGNMENT BETWEEN INTERNAL ORGANIZATIONAL CULTURE AND EXTERNAL BRAND IMAGE.



### FOR BRANDS, THIS COULD MEAN:

- CONDUCT AN AUDIT TO IDENTIFY GAPS BETWEEN INTERNAL CULTURE AND EXTERNAL BRAND PERCEPTION
- DEVELOP EMPLOYEE BRAND AMBASSADOR PROGRAMS TO REINFORCE BRAND VALUES INTERNALLY
- ENSURE HR PRACTICES AND POLICIES REFLECT AND SUPPORT THE BRAND PROMISE

## 6. NAVIGATE GLOBAL-LOCAL BRAND TENSIONS



BRAND MANAGERS NEED TO BALANCE GLOBAL BRAND CONSISTENCY WITH LOCAL CULTURAL RELEVANCE.



### FOR BRANDS, THIS COULD MEAN:

- CREATE BRAND GUIDELINES THAT ALLOW FOR CULTURAL ADAPTATION WHILE MAINTAINING CORE BRAND ELEMENTS
- EMPOWER LOCAL TEAMS TO MAKE CULTURALLY-RELEVANT BRAND DECISIONS WITHIN SET PARAMETERS
- REGULARLY SHARE BEST PRACTICES FOR LOCAL BRAND ADAPTATION ACROSS GLOBAL TEAMS



OUR OWN REFLECTION ON THE LESSON

LESSON 5 REFLECTION

LIST 3 KEY BRAND VALUES AND FOR EACH, DESCRIBE ONE INTERNAL POLICY/PRACTICE AND ONE EXTERNAL MARKETING INITIATIVE THAT REINFORCES IT.

LESSON 6 REFLECTION

CHOOSE ONE OF YOUR BRAND'S GLOBAL MARKETING CAMPAIGNS. OUTLINE HOW IT COULD BE ADAPTED FOR THREE DIFFERENT LOCAL MARKETS WHILE MAINTAINING ITS CORE MESSAGE.





## 7. EVOLVE BRAND DNA STRATEGICALLY



BRAND DNA MUST EVOLVE TO STAY RELEVANT WHILE MAINTAINING CORE ESSENCE.



### FOR BRANDS, THIS COULD MEAN:

- REGULARLY ASSESS YOUR BRAND'S CORE DNA ELEMENTS AGAINST CHANGING MARKET CONDITIONS
- IDENTIFY WHICH ELEMENTS ARE TIMELESS VS. WHICH NEED UPDATING
- DEVELOP A LONG-TERM BRAND EVOLUTION ROADMAP WITH CLEAR MILESTONES

## 8. LEVERAGE BRAND HERITAGE WISELY



SUCCESSFUL BRAND REVITALIZATION REQUIRES UNDERSTANDING AND LEVERAGING BRAND HERITAGE.



### FOR BRANDS, THIS COULD MEAN:

- CONDUCT A BRAND ARCHAEOLOGY EXERCISE TO UNCOVER FORGOTTEN BRAND ASSETS
- IDENTIFY NOSTALGIC ELEMENTS THAT CAN BE MODERNIZED FOR TODAY'S AUDIENCE
- BALANCE HERITAGE ELEMENTS WITH CONTEMPORARY BRAND INNOVATIONS



OUR OWN REFLECTION ON THE LESSON

LESSON 7 REFLECTION

LIST YOUR BRAND'S CORE DNA ELEMENTS. FOR EACH, RATE HOW RELEVANT IT IS TODAY VS. 5 YEARS AGO. IDENTIFY 2-3 ELEMENTS THAT MAY NEED EVOLUTION IN THE NEXT 5 YEARS.

LESSON 8 REFLECTION

IDENTIFY ONE "FORGOTTEN" ELEMENT OF YOUR BRAND'S HERITAGE. BRAINSTORM HOW IT COULD BE REINTRODUCED IN A WAY THAT FEELS FRESH AND RELEVANT TO TODAY'S AUDIENCE.





## 9. BALANCE HERITAGE AND INNOVATION



SUCCESSFUL BRANDS FIND WAYS TO HONOR THEIR PAST WHILE EMBRACING THE FUTURE.



### FOR BRANDS, THIS COULD MEAN:

- CREATE AN INNOVATION PIPELINE THAT BUILDS ON CORE BRAND STRENGTHS
- DEVELOP BRAND STORYTELLING THAT CONNECTS PAST ACHIEVEMENTS TO FUTURE VISION
- REGULARLY REASSESS WHICH HERITAGE ELEMENTS TO PRESERVE VS. UPDATE

## 10. BUILD BRAND FLEXIBILITY INTO DNA



BRAND DNA SHOULD BE FLEXIBLE ENOUGH TO ACCOMMODATE CULTURAL SHIFTS WHILE MAINTAINING CORE IDENTITY.



### FOR BRANDS, THIS COULD MEAN:

- DEFINE YOUR BRAND'S "NON-NEGOTIABLE" CORE AND "FLEXIBLE" PERIPHERAL ELEMENTS
- CREATE SCENARIO PLANS FOR HOW YOUR BRAND MIGHT NEED TO ADAPT TO FUTURE TRENDS
- DEVELOP A SYSTEM FOR REGULARLY GATHERING CULTURAL INSIGHTS TO INFORM BRAND EVOLUTION



# OUR OWN REFLECTION ON THE LESSON

## LESSON 9 REFLECTION

OUTLINE YOUR BRAND'S "HERITAGE TIMELINE" HIGHLIGHTING KEY MILESTONES. FOR EACH MILESTONE, IDENTIFY ONE WAY IT COULD INSPIRE A FUTURE INNOVATION.

## LESSON 10 REFLECTION

IDENTIFY 3 POTENTIAL FUTURE SCENARIOS THAT COULD IMPACT YOUR INDUSTRY. FOR EACH, DESCRIBE HOW YOUR BRAND DNA MIGHT NEED TO FLEX TO REMAIN RELEVANT.





# THE END

... FOR NOW

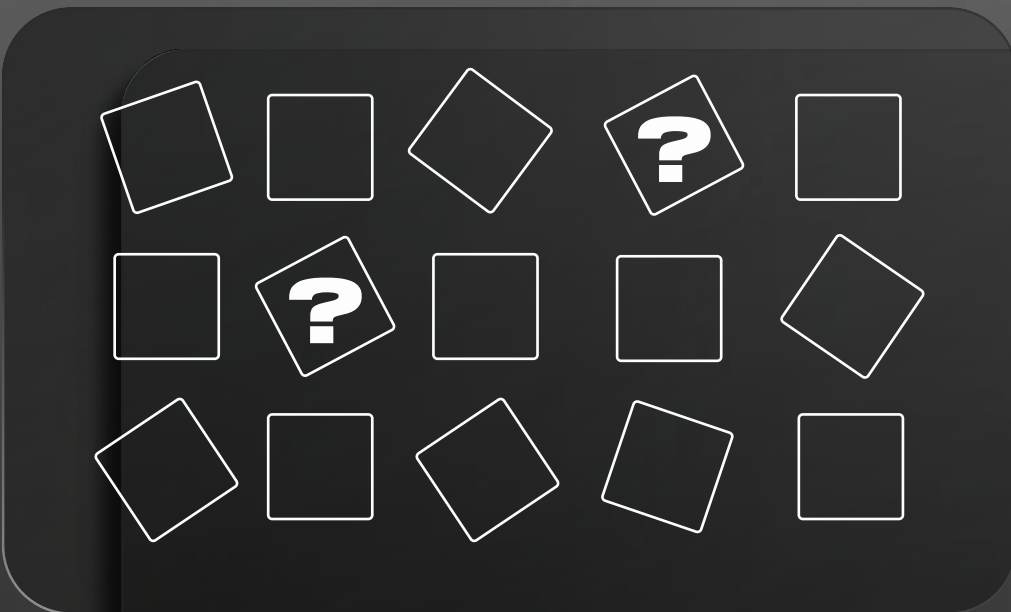


# See you in the next one

IF THIS DEEP DIVE INTO HAS SPARKED YOUR INTEREST IN EVOLVING YOUR OWN BRAND, WPC IS HERE TO HELP. OUR COMPREHENSIVE SOLUTION SUITE IS DESIGNED TO GUIDE YOU THROUGH EVERY STAGE OF BRAND DEVELOPMENT AND EVOLUTION.

## LEMONADE STAND

<https://wellpalcreative.com/lemonade-stand>

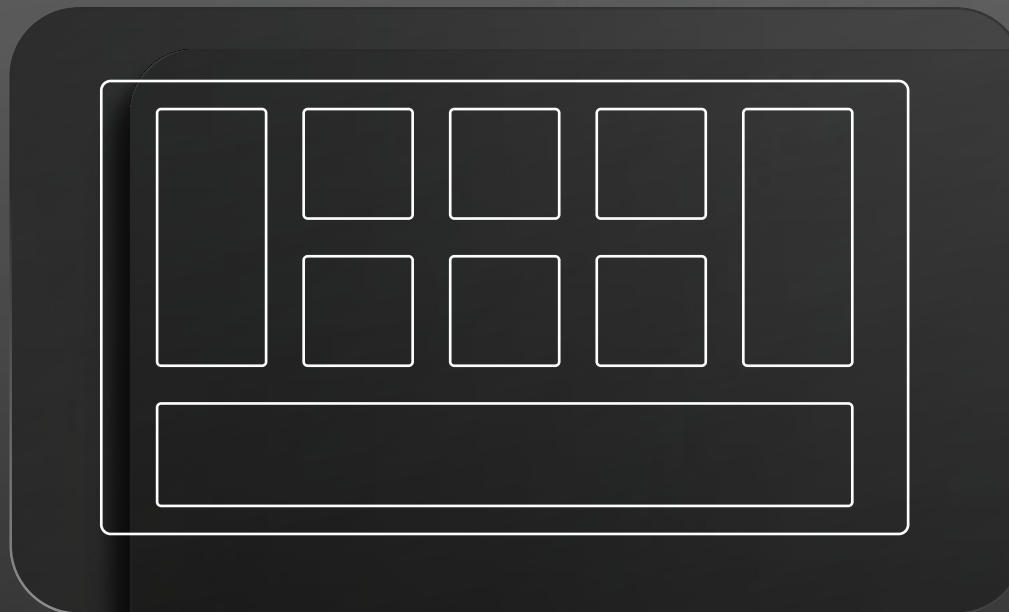


### WELLPAL IDEATION & PROTOTYPING (WIP)™

- Start-ups & Entrepreneurs
- Small to Medium Enterprises (SME)
- Creative Agencies & Freelancers
- Business Consultants & Brand Managers
- Educational Institutions

“ WHERE IDEAS MEET REALITY ”

Ever had a brilliant idea that felt so close yet so far from reality? That's where we step in. WellPal Ideation & Prototyping (WIP)™ is not just about throwing ideas at the wall to see what sticks. It's about crafting those eureka moments into something you can touch, see, and feel.

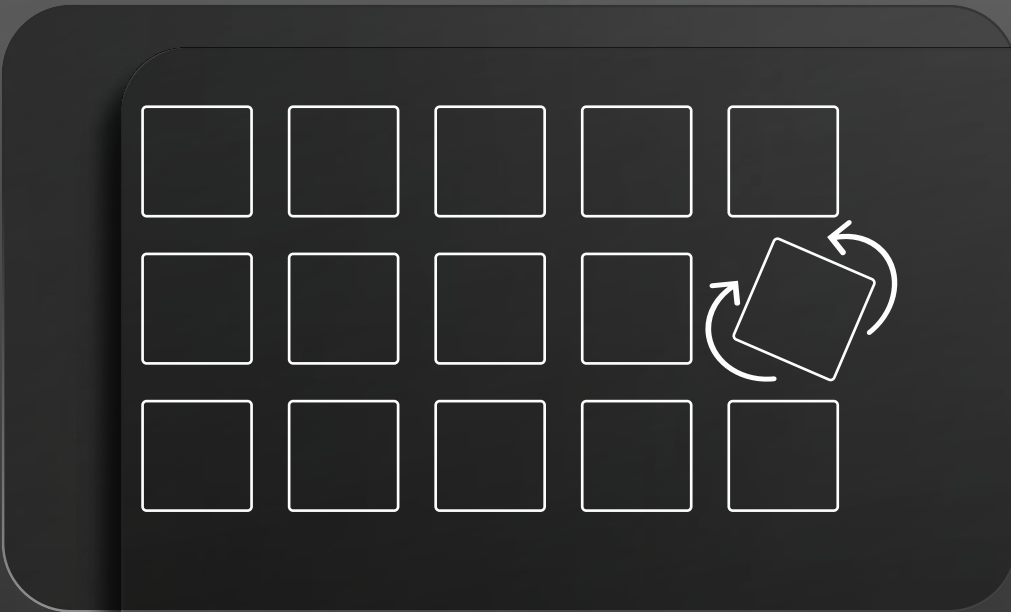


### WELLPAL BRAND NAVIGATOR™

- Emerging Start-ups & Entrepreneurs
- Established businesses
- Growth oriented companies
- Innovative leaders
- Looking to bring clarity in the clutter

“ BRAND INTO INSTRUMENT ”

Navigating the intricate world of brand building requires a lucid and concentrated approach. My approach, rooted in design-driven innovation and the WPC Brand Blueprint, coupled with a profound understanding of the entrepreneurial path, assists my clients in maneuvering certain complexities.

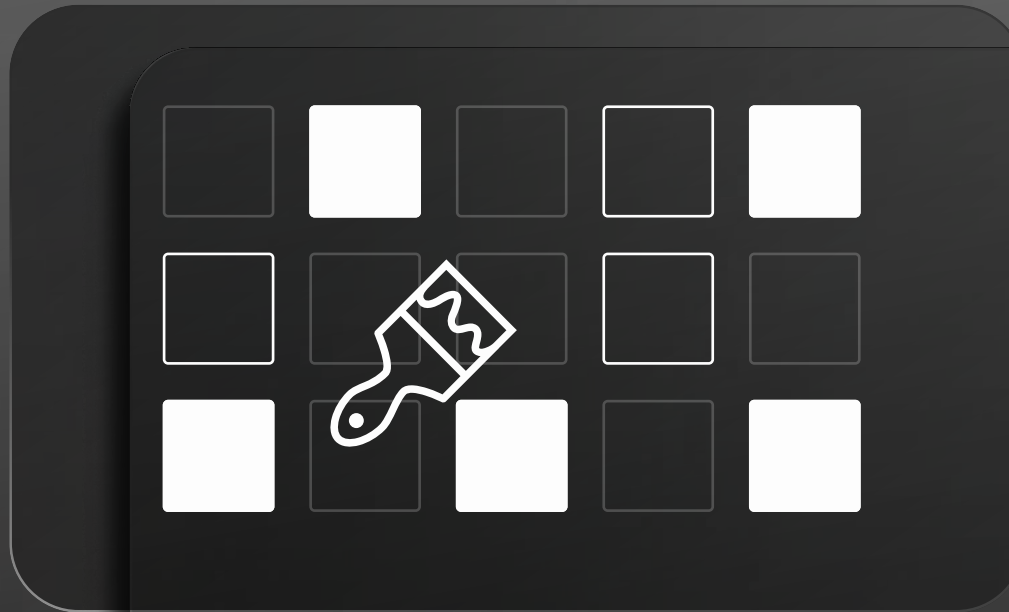


### WELLPAL BRAND EVOLUTION SUITE™

- Outdated Brand Identity
- Stagnant Businesses
- Experiencing a lack of differentiation
- Ineffective marketing focused companies
- Those looking to pivot (Market Shifts)

“ TRANSFORM AND THRIVE ”

In a world that never stops changing, standing still isn't a strategy. Welcome to the WellPal Brand Evolution Suite™, where we explore the potential of your brand's evolution together. This suite is designed for brands at a crossroads, contemplating a fresh direction. It's not about change for its own sake, but about thoughtful evolution.



### WELLPAL SIGNATURE VISUALS & DESIGN

- Cohesive visual brand identity design
- Packaging Design
- UI Design & Development (Web + App)
- GFX Design
- Concept Design

“ VALUES INTO VISUALS ”

For brands seeking to stand out visually, my approach goes deeper than mere aesthetics. We focus on crafting visuals that capture the very essence of your brand, making every interaction purposeful. This isn't about producing just 'pretty pictures'; it's about creating a visual language that truly resonates with your audience and brand.

At WPC, we believe in crafting brands that are more than just aesthetically pleasing – we create instruments of change and growth.

Whether you're starting from scratch or looking to evolve your existing brand, our team is ready to help you navigate the complex landscape of modern branding.

READY TO TAKE THE NEXT STEP IN YOUR BRAND JOURNEY?

CONTACT US TODAY TO EXPLORE HOW WPC CAN HELP YOU BUILD A BRAND THAT TRULY RESONATES IN TODAY'S DYNAMIC MARKETPLACE.

WELLPAL HELPING



# Get in touch!

## OFFICIAL WEBSITE

[www.wellpalcreative.com/home](https://www.wellpalcreative.com/home)

## LEARN AT YOUR OWN PACE (COURSE)

<https://wellpalcreative.com/lemonade-stand/jtbd-11/>

## CONTACT INFO

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## SOCIALS

<https://www.youtube.com/c/WellPalCreative>

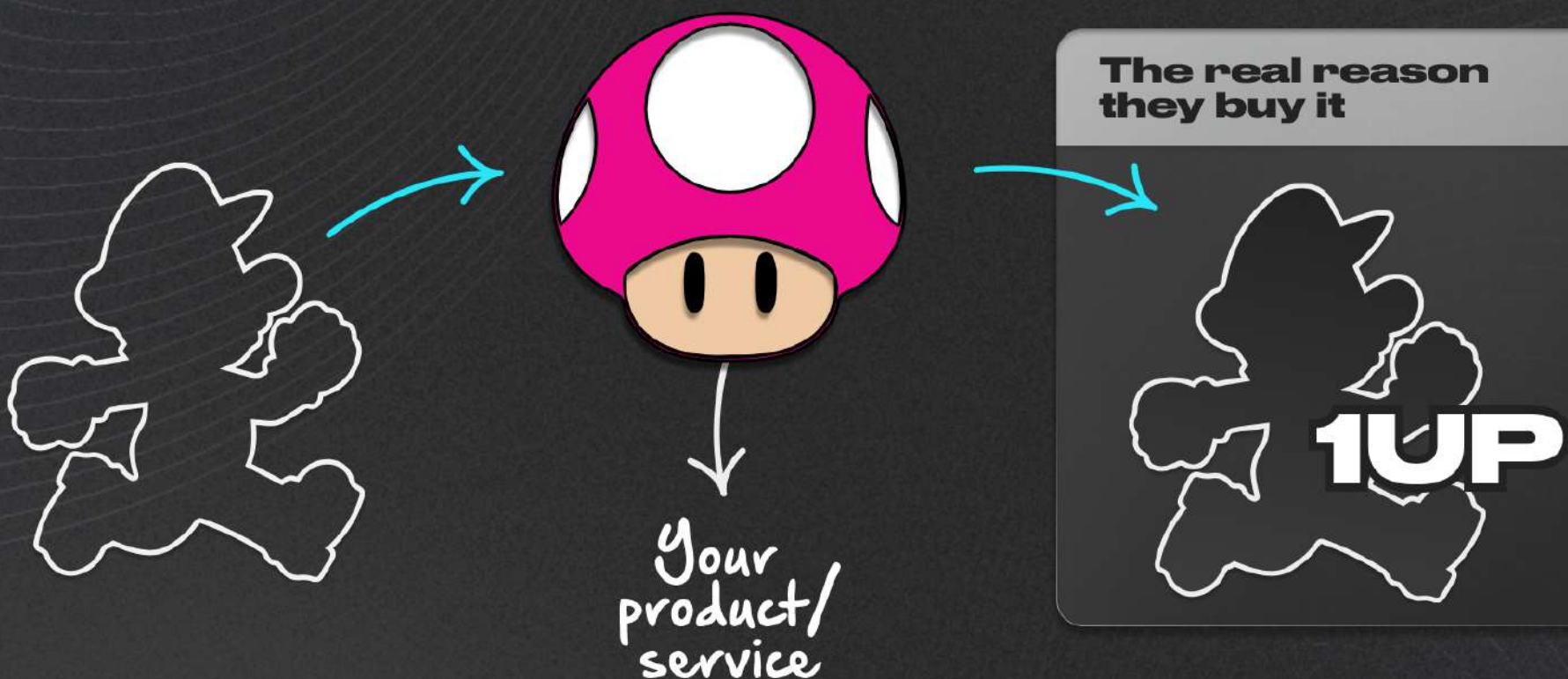
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[https://www.instagram.com/wellpal\\_creative/](https://www.instagram.com/wellpal_creative/)

WELLPAL CREATIVE DIY SERIES - JTBD FUNDAMENTALS MODULE

# Unlocking Customer Motivations with JTBD

Unlock what motivates them to buy YOUR product.



Learn how to transform your business/brand strategy by prioritizing what the customer actually need trough this self-paced learning module available in our lemonade factory.

## OVERVIEW

SECTION 1

### THEORY

THE JTBD THEORY 101

SECTION 2

### DISCOVERY

MASTERING JTBD AND VALUE PROPOSITIONS

SECTION 3

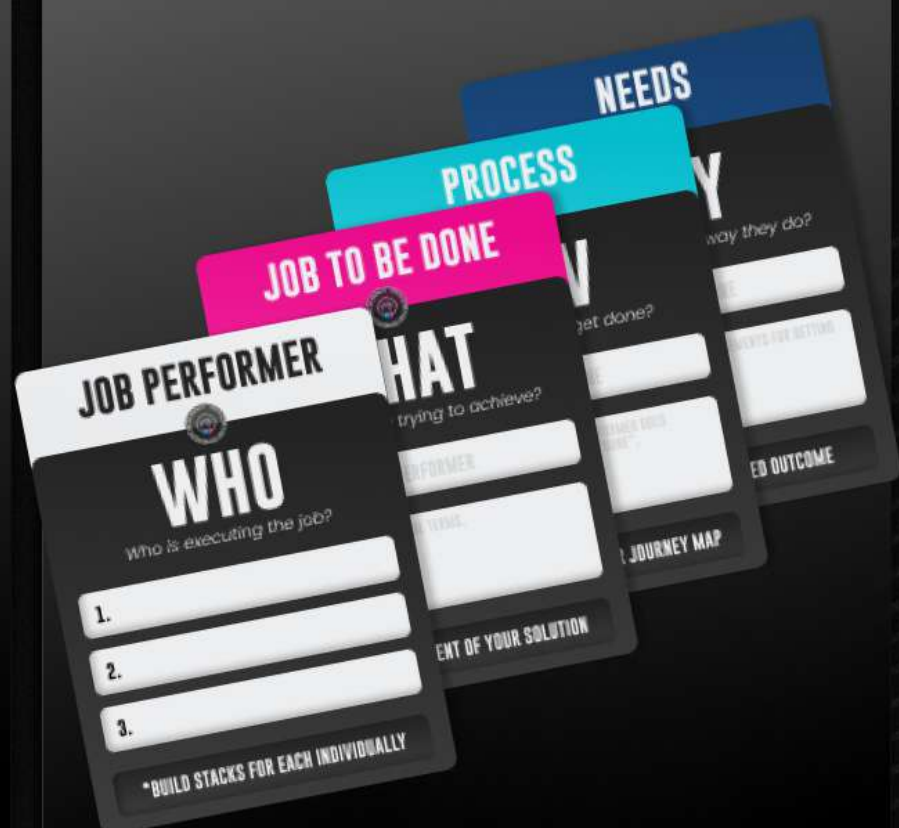
### TECHNIQUE

RECOGNIZING JTBD IRL

SECTION 4

### APPLY

ACTIONABLE TEMPLATES



THE WPC JTBD STACK™

WELLPAL HELPING CLIENTS BUILD INSTRUMENTS