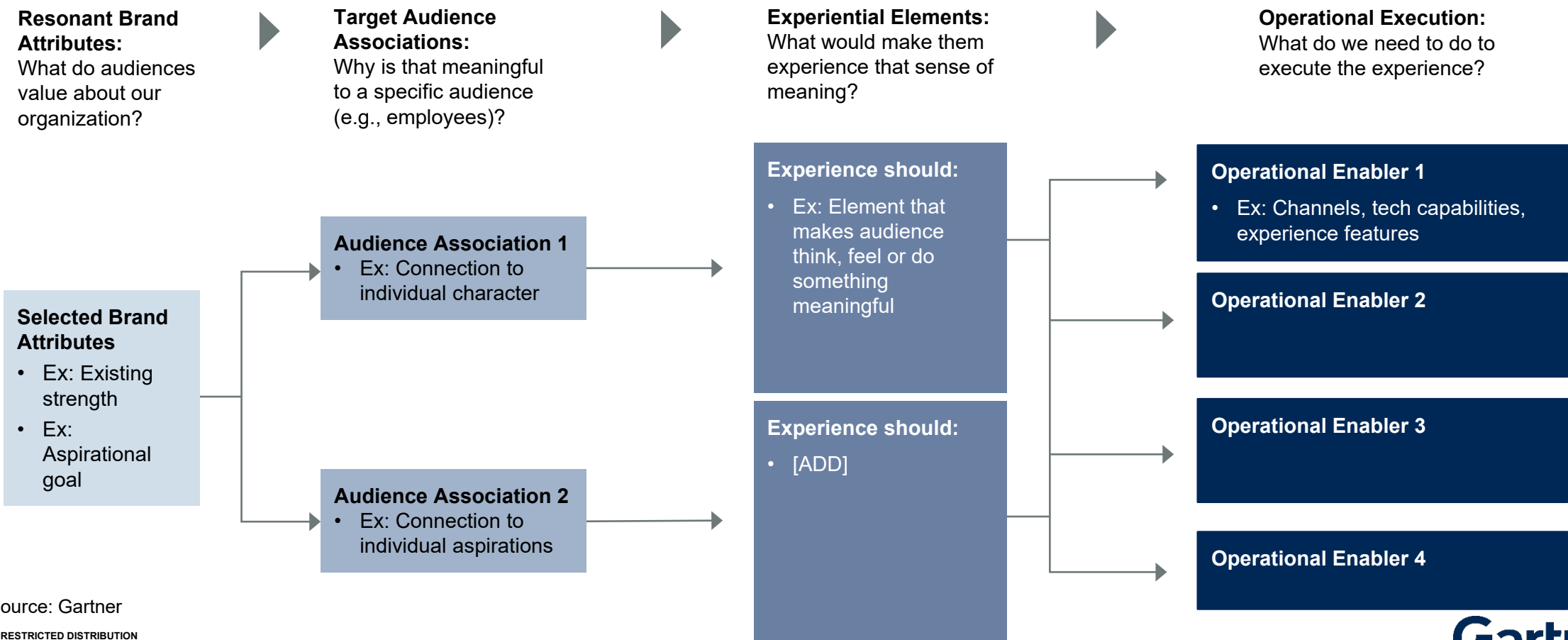


Toolkit: Design a Catalytic Brand Experience

Tool: Experience Design Template

Instructions: Use this template to map brand attributes to specific experiential design.

1. Start by selecting a set of brand attributes that resonate with target audiences.
2. Determine why these attributes are meaningful to the target audience (e.g., why audiences care about these attributes).
3. Brainstorm what you want audiences to think, feel and do during the experience to evoke the meaningful associations.
4. Determine operational enablers necessary to support the experiential elements, keeping the catalytic components in mind.



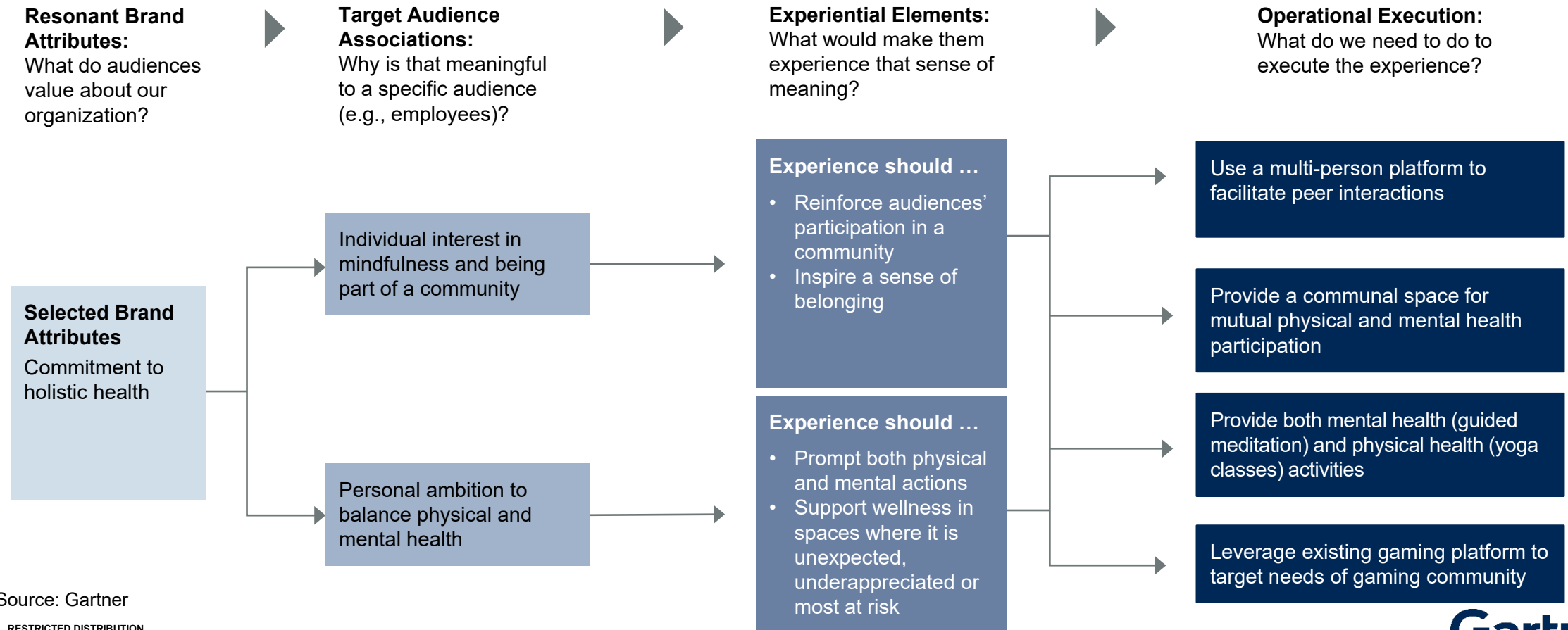
Source: Gartner

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Tool: Experience Design Template (Illustrative Example)

Instructions: Use this template to map brand attributes to specific experiential design.

1. Start by selecting a set of brand attributes that resonate with target audiences.
2. Determine why these attributes are meaningful to the target audience (e.g., why audiences care about these attributes).
3. Brainstorm what you want audiences to think, feel and do during the experience to evoke the meaningful associations.
4. Determine operational enablers necessary to support the experiential elements, keeping the catalytic components in mind.



Source: Gartner

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Tool: Catalytic Experiences Litmus Test

Instructions: Use the worksheet below as a litmus test to ensure your experience incorporates both brand experience basics and catalytic components.

Assessing for Experience Basics

Ensure your brand experience incorporates **each** of the following:

- ☐ The experience helps audiences **recognize the brand** (e.g., the experience is consistent with our visual identity and brand values; audiences would expect to see this type of experience from us).
- ☐ The experience helps audiences **understand the brand** (e.g., the experience educates and informs audiences about the brand).
- ☐ The experience helps audiences **connect to the brand** (e.g., the experience is on channels relevant to target audiences or tailors content for target audiences).
- ☐ The experience helps audiences **remember the brand** (e.g., the experience stands out from other similar experiences).

Assessing for Catalytic Components

Detail how the experience will incorporate **at least one catalytic component**:

- ☐ How do the experience's **sensory components** transport audiences?

- ☐ Which **heightened or mixed audience emotions** does the experience target? How does the experience contribute to these emotions?

- ☐ What **routines or expectations** is this experience interrupting? How does the experience incorporate **novel activities**?

- ☐ What **moments of introspection** does the experience prompt? How are audiences reflecting on their identity, needs or goals?

Source: Gartner

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