



HORRIBLE™

Brand Purpose & Vision Workbook

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‘Tasks fill our days, but strategies determine whether we’ve wasted our effort. Effort is often part of our work, but effort by itself is not a strategy.’

Seth Godin

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A **Purpose Statement** focuses on why the brand exists and its immediate impact, while a **Vision Statement** describes what the brand aspires to achieve in the future.

1. BRAND PURPOSE (Why)

Your brand purpose is the driving force behind everything you do and the deeper reason your brand exists, beyond just making money. It defines the meaningful impact you aim to have on your customers, industry and the world. Rooted in your values and mission, your purpose creates a strong emotional connection and gives people a reason to believe in what you do. It's the foundation for your brand's storytelling, decision-making and long-term success.

Examples

IKEA

'To create a better everyday life for the many people.'

Google

'To organise the world's information and make it universally accessible and useful.'

Airbnb

'To create a world where anyone can belong anywhere.'

Horrible Brands

'To create brands and digital experiences that stand out, connect deeply and drive success.'

Checklist

- ✓ Clear and Concise
- ✓ Authentic
- ✓ Inspiring
- ✓ Audience-Focused
- ✓ Impact-Driven
- ✓ Specific
- ✓ Timeless
- ✓ Emotional Connection

2. BRAND VISION (What)

Your brand vision is the future you're working towards and a long-term aspiration of the world you want to help create. It's that thing far off in the distance that you can visualise, the reality you're committed to bringing into being. A strong brand vision serves as a guiding star, shaping strategy, innovation and growth. It keeps your brand aligned, inspiring both internal teams and your target audience, ensuring every action you take moves you closer to the future you imagine.

Examples

Nike

'Bring inspiration and innovation to every athlete in the world.'

Tesla

'To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.'

Disney

'To be one of the world's leading producers and providers of entertainment and information.'

Checklist

- ✓ Avoids Jargon
- ✓ Aspirational
- ✓ Easy to remember
- ✓ Future-Focused
- ✓ Aligned with Values
- ✓ Unique
- ✓ Actionable
- ✓ Evokes Passion

1. BRAND PURPOSE

Take a moment to reflect on the core motivations behind your brand then answer the following questions.

Why does your brand exist?

What inspired you to start or join this business? What problem are you solving?


What change do you want to create?

What positive impact do you aim to have on your customers, industry or community?

Who are you serving?

Define your smallest viable audience. Who are the people you are most passionate about helping?

WHAT

10 mins 

HOW

WHY

WRITE YOUR **PURPOSE STATEMENT**

Combine your primary contribution and impact to draft the purpose statement.

To _____ ,

CONTRIBUTION

So that _____ .

IMPACT

2. BRAND VISION

Take a moment to imagine your brand 1 to 5 years from now then answer the following questions to paint a vivid picture.

What will your brand be known for?

What unique position or identity will your brand hold in your industry or community?


What impact will your brand have made?

Think about your customers, employees, community and industry. How will your brand have improved or transformed their lives?

What measurable goals will you have achieved?

For example: growth in market share, customer base, revenue or social impact.

VISIONEERING YOUR FUTURE

10 mins 

How do you want your business/life to look like in 1, 3 and 5 years? Think about size/location, finances & lifestyle etc.

1 Year	3 Years	5 Years

WRITE YOUR VISION STATEMENT

Combine your primary aspiration and category to draft your vision statement.

To be _____ ,

ASPIRATION

of _____ .

CATEGORY



Get in touch today and let's craft
your unique brand story together
and bring your vision to life!

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