



# The MATTER™ Framework

Discover how your brand actually  
matters and to whom.

by Adam Adra

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We build brands that *matter*.

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## ● INTRODUCTION

The way we build brands has fundamentally changed. While businesses still obsess over logos, fonts, and visual design, these elements have become commodities. Beautiful visuals, clever copy, and stunning websites are now baseline expectations, not differentiators. Your brand needs to matter more than that.

Your brand exists in a thousand different places, in a thousand different ways. It lives in Slack messages and TikTok comments, in AI-generated content and human conversations. It's shaped by forces you can't control and people you'll never meet. This guide will show you exactly how to build a brand that thrives by focusing on what truly creates lasting impact. This workbook doesn't explain creating a brand from scratch, but taking control of the brand you already have.

We'll explore how the rules of brand building have changed, what that means for your business, and most importantly, how to make your brand matter more to the people who matter most.

Let's make your brand matter. Starting now.



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## ● HOW TO USE THIS WORKBOOK

Making the most of the exercises in this workbook.

- Set aside 2-3 hours. Don't rush it. The insights come from sitting with the questions, not racing through.
- Be specific. "We help people" won't get you anywhere. Push for examples. Real moments. Actual humans.
- Write like you talk. If you wouldn't say it over coffee, don't write it here.
- It's fine to not nail all four dimensions. Most brands don't. The goal is clarity, not perfection.
- Involve others if you can. Different perspectives reveal blind spots you didn't know you had.

The exercises here require honesty. Real honesty. Admit what you're not great at.

### **Who this is for:**

Business owners, marketing teams, and brand leaders who suspect their brand could mean more than it currently does. Works whether you're refining what you have or building something new.

### **What you'll end up with:**

Clarity. Honest answers about where you're strong and where you're not. And a brand story that sounds like something you'd actually say out loud.

### ● BRAND MATTERS™ PROGRAM

Brand management for brands  
ready to matter more.

\*Limited availability

[Learn more](#)



# The MATTER™ Framework

Four ways your brand can actually matter.

The MATTER framework provides a structured approach to building significance beyond just market presence. This framework is particularly relevant when working with limited resources because it helps you focus your efforts on creating meaningful impact rather than just trying to match bigger competitors' marketing budgets.

The framework consists of four key dimensions that, when properly activated, help your brand create lasting significance:

## **Practical Mattering**

The problem you solve. The tangible solutions, services or products you offer that meaningfully improve people's lives.

## **Social Mattering**

Your brand's ability to transcend transactional relationships and become a genuine connector. How your customers become a community and where individuals find belonging, support, and collective empowerment.

## **Cultural Mattering**

Your brand's ability to reshape societal understanding. True impact comes from identifying and challenging deep-rooted assumptions that limit human potential.

## **Future Mattering**

Your brand's visionary commitment to shaping a better and preferred future beyond immediate commercial interests. How you're working towards creating a better world.

These aren't separate boxes. They amplify each other. Practical solves the immediate problem. Cultural gives people language for why it matters. Social creates community around the solution. Future shows where it's heading.

Great brands aren't perfect in all four. Be intentional about how you matter. Honest about where you focus first.

Most businesses tell you what they do. Exceptional brands show why they matter.

Through the Matter Framework, we'll decode your brand's unique significance – exploring how you solve problems, shape culture, connect communities, and drive future transformation.

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## 1 Practically MATTER

### Practical

The tangible problems you solve and the concrete value you create through your products, services or mission.

## 2 Socially MATTER

### Social

How you connect people, build communities, and foster meaningful relationships among stakeholders.

## 3 Culturally MATTER

### Cultural

The conversations you influence, the mindsets you shift, and how you contribute to broader social understanding.

## 4 Future MATTER

### Future

Your vision for tomorrow and how your work actively contributes to creating that preferred future.



- **PRACTICAL MATTERING**

### **Exercise 1.1**

What problem do people struggle with before they find you? Be specific.

### **Exercise 1.2**

Describe a specific moment when a customer realised you made their life easier. What happened? What did they say? What changed?

### **Exercise 1.3**

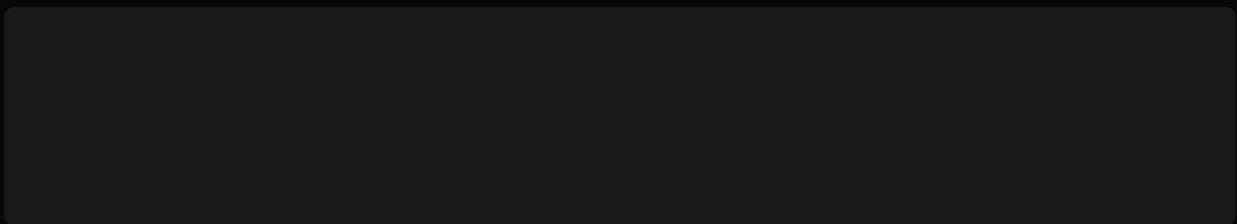
What friction do you remove that people didn't even realise existed? Sometimes the best value is solving problems people had just accepted as normal.

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## **Exercise 1.4**

How do you measure the time, effort, or money you save people? If you don't have numbers, what would you measure if you could?



## **Summary**

Write one sentence about how your brand matters practically:  
"We make life easier by..."

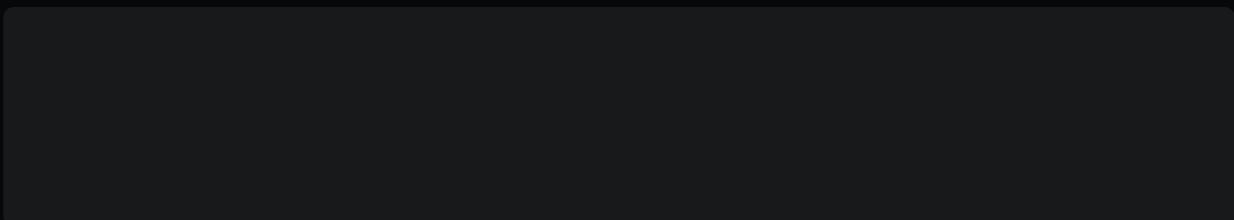




- **SOCIAL MATTERING**

### **Exercise 2.1**

Where do people feel isolated dealing with the problem you solve? What makes them feel like they're the only one struggling?



### **Exercise 2.2**

What connections form naturally around your brand? Who do people end up talking to? What relationships emerge?



### **Exercise 2.3**

What community has emerged around your work? If none has, what community could emerge?

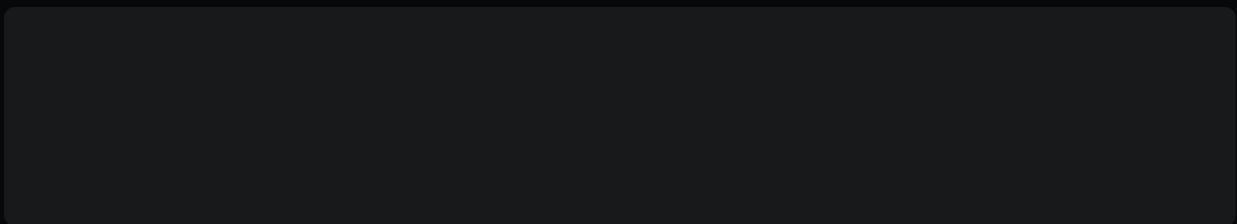


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## **Exercise 2.4**

How do your people celebrate progress together? What wins do they share? How do they support each other?



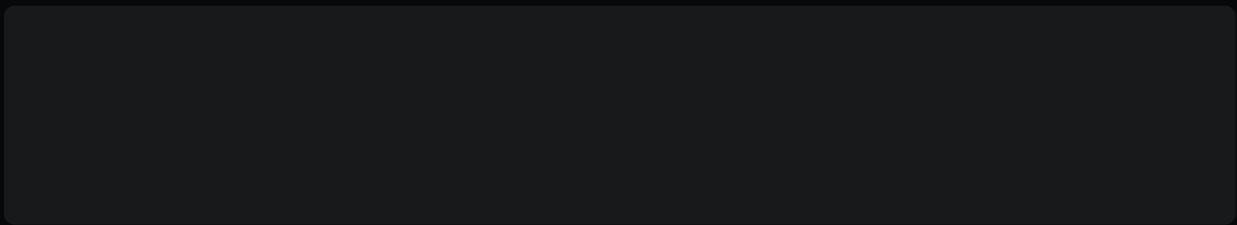
## **Exercise 2.5**

Why would someone stick around even if they weren't buying? What keeps them connected beyond the transaction?



## **Summary**

Write one sentence about how your brand matters socially: "We bring together..."





- **CULTURAL MATTERING**

### **Exercise 3.1**

What assumption does your brand challenge? What does everyone else believe that you think is wrong? Or at least incomplete?

### **Exercise 3.2**

What larger conversation is your brand contributing to? What debate or movement are you actively shaping?

### **Exercise 3.3**

How do you change the way people think? What do they believe after encountering you that they didn't believe before?

## **Exercise 3.4**

If your perspective became mainstream, what would change? In the world? In your industry?

## **Exercise 3.5**

What's your contrarian point of view? One or two sentences. What does your brand believe differently about your industry or the problem you solve?

## **Summary**

Write one sentence about how your brand matters culturally: "We shift how people think about..."



- **CULTURAL MATTERING**

### **Exercise 4.1**

What preferred future are you building? What does the world look like if you succeed?

### **Exercise 4.2**

How do your current actions create long-term change? What are you doing today that compounds over time?

### **Exercise 4.3**

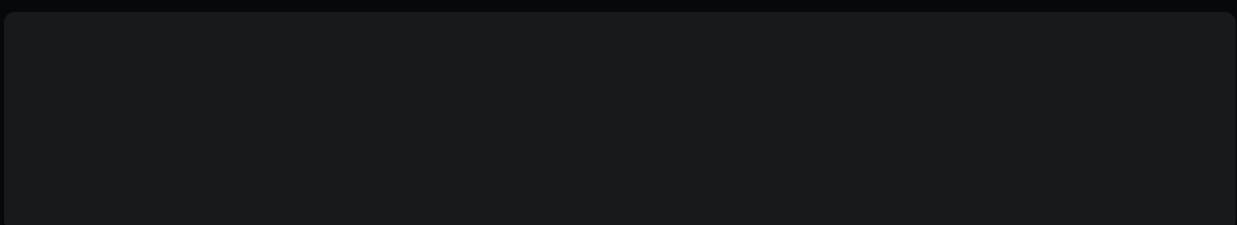
Imagine everyone in your industry followed your approach. What would be different in five years?

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## **Exercise 4.4**

What are you experimenting with that others aren't? What are you prototyping that could change things?



## **Exercise 4.5**

How do you show progress people can feel today? What evidence of your vision do customers experience right now?



## **Summary**

Write one sentence about how your brand matters for the future: "We're working toward a future where..."





## ● **BRINGING IT TOGETHER**

You've worked through all four dimensions. Time to see the full picture.

### **Exercise 5.1**

Rate your brand's current strength in each dimension. 1 is weak. 5 is strong.

Dimension	Rating 1-5
Practical	
Social	
Cultural	
Future	

### **Exercise 5.2**

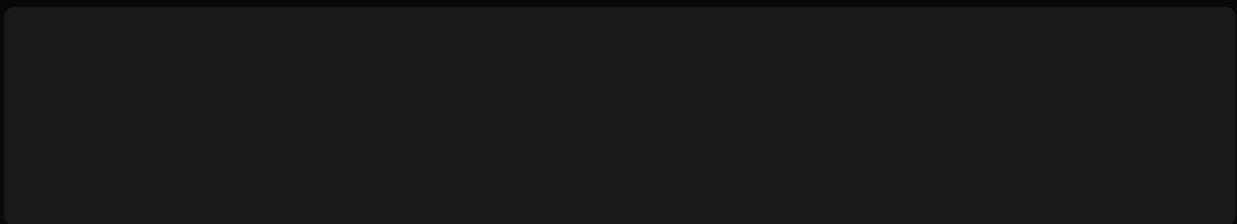
Which dimension is your strongest? This is probably the dimension that your brand story should lead with. Why is this your strength?

### **Exercise 5.3**

Which dimension has untapped potential? Where could you matter more than you currently do? What would it take to grow here?

## **Exercise 5.4**

How do your dimensions connect? How does strength in one area support another?



## **Exercise 5.5**

Where do you not matter much? And is that okay? Not every brand needs all four. What are you intentionally not focusing on?



## **Your Brand Story**

Complete this in sentence: [Your brand] matters because we [practical impact], while [cultural shift], bringing together [community], to create [future vision].





## What next?

You now have something most brands don't. Clarity on how you actually matter to people. Use it. Your MATTER statement becomes the foundation for your website, your pitch, your marketing. Everything should connect back to how you matter.

When you're unsure about a decision, ask: "Does this reinforce how we matter?"

Share this with your team. When everyone understands how the brand matters, they make better decisions on their own.

## Want help bringing this to life?

Brand Matters is dedicated brand management. Strategy, design direction, templates, audits, and ongoing support. One monthly partnership.

Learn more at [adamatra.com](http://adamatra.com)