

The Brand Off

A Group Exercise for Creative Teams

The Origin

(If you care about that sort of thing)

Each month the Butler team comes together for a group activity that shines a spotlight on one of our ten core values. This group exercise was designed to rally around our core value of **Nurturing Creativity**:

We resolve to continually feed our creative superpowers and learn new concepts. Though our nature may be closed off to that which is new, we are determined to be open minded and explore new things.

As an agency working on dozens of creative projects at any given time, it's critical to keep our creative muscles strong. This exercise is a great challenge to help you do just that.



Core Values

By "Core Values" we mean the values that are at the center of everything we do. Having clearly defined Core Values helps us determine if we are on the right path and fulfilling our business goals.

These values are the unwavering, unchanging guides by which we filter all our decision making and goal setting efforts. They are the attitudes and mindsets we strive for, understanding that if we fall short, at least we're falling forward in the direction of attaining these values. We treat them as resolutions.



1. Nurture Creativity

We resolve to continually feed our creative superpowers and learn new concepts. Though our nature may be closed off to that which is new, we are determined to be open minded and explore new things.



2. Find & Bridge Gaps

We resolve to always look for ways to make things work, or work better. As creative people, we have the ability to think outside the box, finding solutions to complex problems – this is why people love us. We will figure it out!



3. Dream Big, Work Hard

We resolve to never stagnate, though we're always grateful. As driven people, we will dream big, and work harder than we think is necessary to achieve our goals.



4. Reject the 3 C's

We resolve to not criticize, condemn or complain. We are committed to cultivating an environment of encouragement, support and gratitude.



5. Radically Serve

We resolve to go above and beyond that which was expected or agreed upon to make our clients happy. We will serve our clients with phenomenal service because we understand that it's better to give than to receive, that the best way to lead is to serve, and that the best form of marketing is a job well done.



6. Have Fun

We resolve to make the workplace a fun, exciting, energetic and inviting place to be. Though we are professional, driven and work hard, we don't take ourselves too seriously.



7. Drive Change

We resolve to not only embrace change, but to actively seek ways of driving change in order to improve, evolve, adjust and stay ahead of the curve. We are uncomfortable with comfort, and will never make the excuse "but we've always done it this way".



8. Openly & Honestly Communicate

We resolve to over-communicate to our team and clients. We will not beat around the bush, back-bite, gossip or leave any room for mixed communication. We work best in collaboration and strive to keep lines of communication open.



9. Be Humble & Gracious

We resolve to work with humility, preferring others above ourselves and extending grace to those who need it just as we eventually will. We will always find a way to make it work, or make it right; and do not think more highly of ourselves than we ought.



10. Give Back

We resolve to show our gratitude by giving back to others intentionally and as often as we can. We understand that when it comes to serving others, you either "go into the well yourself or you hold the rope for those who do"; so we commit to "hold the rope" for organizations that are committed to serving the needs of the world.

The Rules

(If you care about that sort of thing)

This is a group activity that requires you work as a team. Depending on the amount of people you have you can split up into multiple teams and then “compete” at the end. The entire exercise is meant to be completed in an hour and a half, but you may adjust time depending on how many people participate. However, the goal is to move fast, so don’t give yourself too much time. The exercise is split up into three phases:

PHASE 1: PLANNING

Create a fictitious brand that benefits your city. It could be a product, service, organization, or movement. Come up with the general concept, then give it a brand name.

PHASE 2: CREATING

Develop the brand by creating messaging, design assets, and marketing material. This can include:

- Logo
- Mood board or stylescape
- Tagline and elevator pitch
- Website wireframe

PHASE 3: PRESENTING

This works best if you’re competing with multiple teams, but can work even if you just have one team. Prepare and deliver a presentation as if you were introducing the brand to a new audience.

How we did it.

The Butler staff split up into two teams. Each team had an equal amount of people, and what we believed to be a fair split between capabilities and disciplines. After assembling the teams, we split up into two different rooms and got to work. Following are the brands we developed. These examples are rough, unfinished, and imperfect. That's kind of the point.

a) **FRESNO**
FRESH

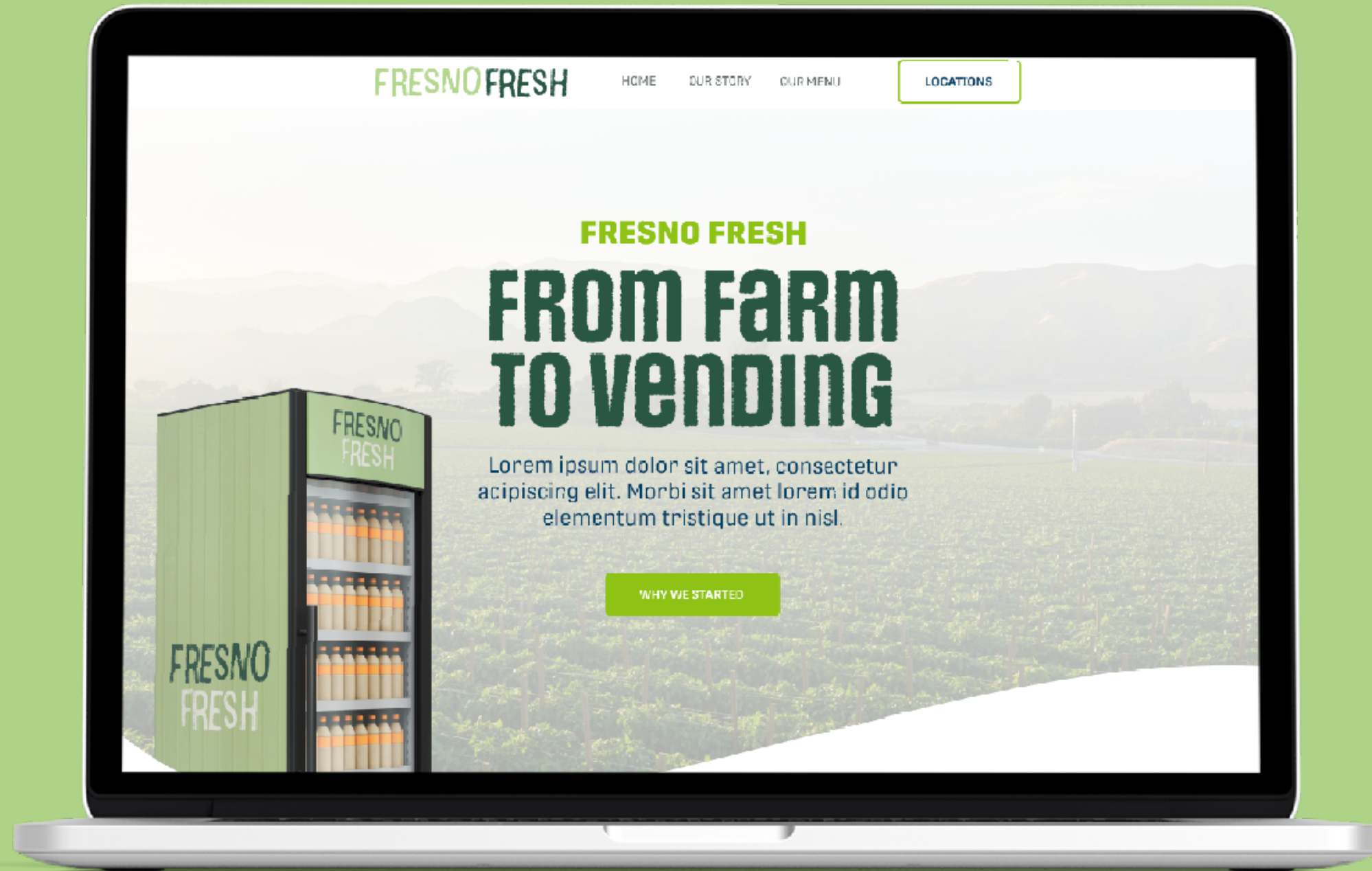
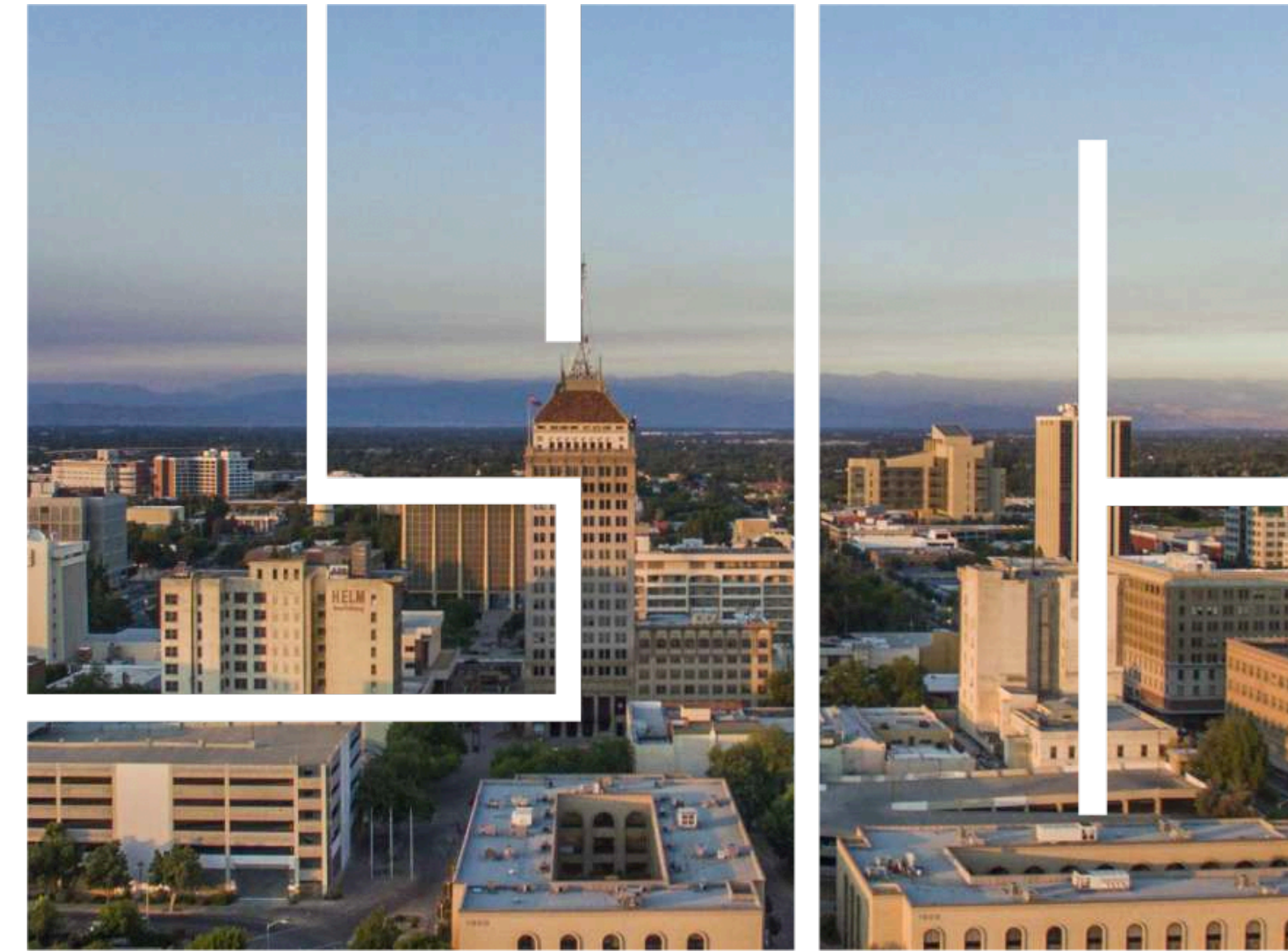


VS

b) **LYC** love
your city

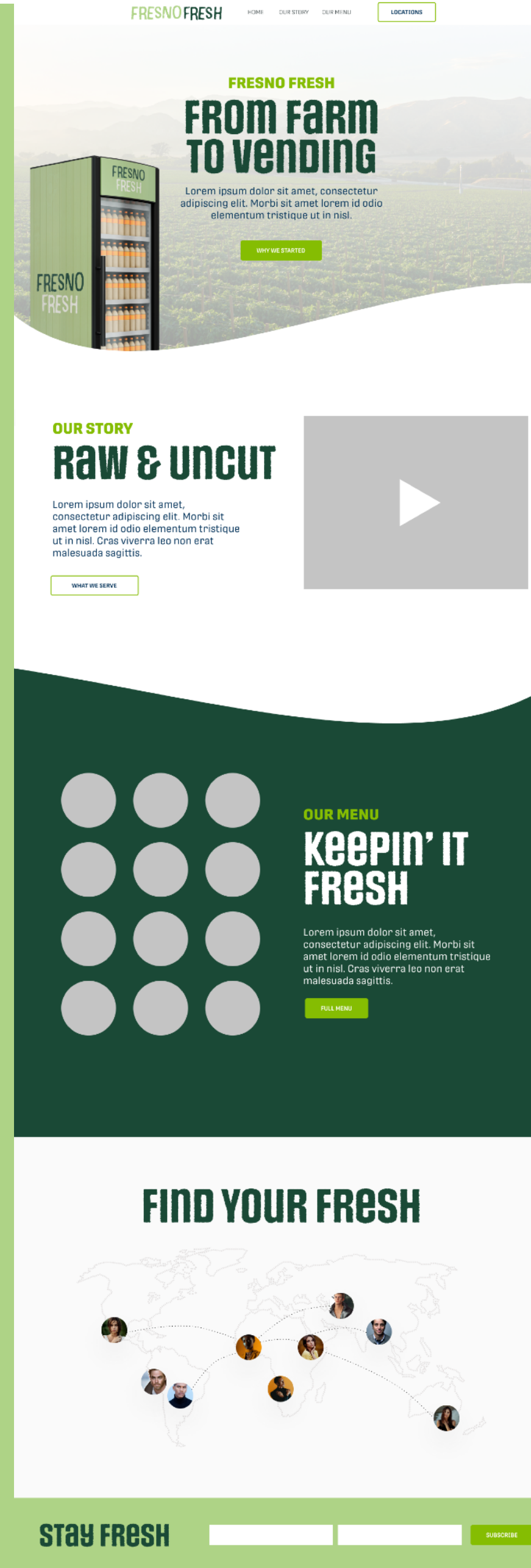


FRESNO FRESH



FRESNO
FRESH

FRESNO FRESH



FRESNO
FRESH

FRESNO
FRESH

FOOTER



love your city

love your city

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LOGO Who we are Contact Join the Cause

How You Can Help Make Fresno Beautiful

button

The Three Pillars

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Watch the video presentations here: <https://youtu.be/KDHR-rfqVfw>