

## Worksheet 2

# The CASP Model:

## Pre-Game warmup for Brand Strategy

Designing a visual brand identity presents many design decisions, such as:

*How will you approach the logo design?*

*Should it have both a typemark and graphic mark?*

*What typeface should you choose? Will this be used in the logo?*

*What type of colour palette will you employ?*

*What imagery style is best?*

*Does the brand need iconography? If so, does this need to be simple or complex design?*

**There are two ways you can approach this:**

- (1) 'Gut feelings' and intuition (window dressing); or
- (2) Decisions made from a collaborative marketing and brand strategy.

I'm totally here for #2!

As a designer, being able to ask some simple but incisive questions of my client allows me to weave strategy into my design decision making. It gives me more confidence when presenting my ideas, as it turns what otherwise may be seen as personal creative preferences into data-driven decisions that land with more conviction.

You'll find much greater alignment between everyone across the client and agency teams, design decisions will be made faster with more conviction, and there will be less guessing and more 'yes-ing' to creative proposals.

**“There will be less guessing and more yes-ing”**



I'm Julia Gottlieb, a brand designer from Victoria, Australia. I've been combining brand, marketing and design for over 20 years. I've spent the last 11 years building my own design and brand consultancy, branding clients all over the world for big things.

# The CASP Model

I'm going to declare here that the CASP model is not rocket science.

I probably learned something like it in my marketing studies. But 15 years on, my recall is as good as a goldfish, and this is the model and process I've come to organically land on in the years that I've been practicing as a brand designer.

The answers to these questions provide the most reliable background for any business or brand challenge and get reliable insights – fast.



# Challenge

## Questions

What pressing challenge or problem exists in the world?	
Articulate as clearly as you can, for example:	<p><i>"Women are not advancing their careers at the same rate as men in the area of funds management."</i></p> <p><i>"Many mid-career professionals are unhappy in their roles due to a shift in perspective and priorities."</i></p>

Problems and challenges exist on a spectrum. Some clients may be saving the world, whilst some are solving what we may consider much less pressing problems. It doesn't matter - all are equally important when approaching brand strategy.

If you're dealing with a perfume brand, for example, the problem may go something like: *'Perfume can instil a strong sense of identity and confidence in its wearer, yet 65% of people report not wearing any'*. If they're working to end capital punishment, this may look like: *'Capital Punishment is a total breach of human rights and an affront to human dignity, yet is still retained in 55 countries around the world'*.

## Your turn!

<b>What pressing challenge or problem exists in the world?</b>	
<b>Name of Client</b>	
<b>Industry/Area of focus</b>	
<b>What is the problem that exists that must be solved?</b>	

# Audience

## Question

<b>For whom is it a challenge or problem?</b>	
Articulate as clearly as you can, for example:	<i>"Females, fund management industry, 25-45 years, tertiary educated, ambitious"</i>  <i>"Male and female, 35-50 years, skew towards white collar, young families"</i>

Before any marketing, communications or design decisions can be made, you need to be clear about who you are talking to. Which segment of the population is facing this problem? Work to define these groups as clearly as possible (it's likely that there is more than one), and see if there are any characteristics or demographics that they share. Defining these groups and characteristics allows for informed consideration when making visual decisions later on.

## Your Turn!

For whom is it a challenge or problem?	
Firstly, is your client targeting an individual/consumer or business/organisation?	<input type="checkbox"/> Business to Consumer (B2C) <input type="checkbox"/> Business to Business (B2B)
What gender is the buyer the brand is talking to?	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non Binary <input type="checkbox"/> Everyone
What is the age of the target market?	<input type="checkbox"/> Kids: 0-12yrs <input type="checkbox"/> Teens: 13-18yrs <input type="checkbox"/> Young adults: 18-24yrs <input type="checkbox"/> Early career: 25-34yrs <input type="checkbox"/> Young family: 35-44yrs <input type="checkbox"/> Mid-career: 45-54yrs <input type="checkbox"/> Late-career: 55-64years <input type="checkbox"/> Retirees: 65-80years <input type="checkbox"/> Elderly: 80+ years
<b>What else do we need to know?</b>  This will vary for every business, but here are a few to consider: <ul style="list-style-type: none"><li>• <b>Worker type:</b> blue or white collar, self-employed, business owner</li><li>• <b>Education</b> level</li><li>• <b>Geographical</b> location - are they urban, suburban or rural?</li><li>• <b>Political:</b> what way are they likely to vote?</li><li>• <b>Buying habits:</b> luxury, value or in-between?</li><li>• <b>Stage in family lifecycle:</b> young children, elderly parents, starting career with no dependents</li><li>• <b>Values:</b> what do they value i.e. big ideas, conforming, convenience</li></ul>	
My audience is:	

# Solution

## Questions

How can the brand solve this challenge?	
<b>[A] What is being presented as a solution?</b>	<i>"[A]The organisation creates programs specifically to [B] nurture female talent, and educate/shift industry perceptions"</i>
<b>[B] What 'good' will this provide to the world at large?</b>	<i>"I provide [A] career coaching programs so that [B] people can change careers with confidence"</i>

The solution focuses on two questions that fit together: the highest level solution the brand is providing, and the 'good' this provides the world at large.

For [A], try to summarise into a few words what the solution is; it could be a physical product, or program or service. For [B], go big picture: what 'good' does it provide?

### Your turn!

How can the brand solve this challenge?	
<b>[A] What is being presented as a solution?</b>	
<b>[B] What 'good' will this provide to the world at large?</b>	

# Product

## Questions

<b>Are there different methods you are going to use to solve the problem?</b>	
<b>What are the specific verticals, or product/services that are being offered as a solution?</b>	"Programs, Mentoring Initiatives, Seminars, Networking Events, Competitions"  "1:1 coaching, coaching groups, coaching downloadables"

Here's where we can get granular. List the various pathways that the brand is choosing as part of their solution to the challenge. Aim for no more than six: if there are more, they may need to be grouped or categorised to avoid dilution. (Give it a shot, but this is not a dealbreaker).

### Your turn!

<b>Are there different methods you are going to use to solve the problem?</b>	
<b>What are the specific verticals, or product/services that are being offered as a solution?</b>  <i>How many ways will the brand seek to solve the problem?</i>	

# Now what?

Answers to these questions should guide what comes next. With a clearly articulated summary of your brand's:

1. **Market challenge**
2. **Target market/audience**
3. **Overarching solution; and**
4. **Products/services**

You can start to think about what the most appropriate visual way to present the brand should be. An easy example that comes to mind is how knowing the target market can help with colour choices – for instance, if the brand is a medical practice that provides surgical care then you may want to choose colours that can help instil a feeling of trust, yet can be warm enough to convey that patient care is important. A deep purple could work here, but that's up to you!

More questions that can help clarify a strategic foundation for visual choices is finding your brand's heart through defining the brand purpose, mission and vision.

**For 'Finding your brand's heart' and more resources on how to brand your business for big things, go to:**

[amadeusbrand.com.au/resources](https://amadeusbrand.com.au/resources)