



Jester & Geniussm
A BrandStory Company

Bryan's House Brand Story

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Great brands outshine the merely good ones because they have an authentic brand story and they live by it!

Great brands don't just craft a brand story; they use it to **shape every business strategy**. By doing so, they make it their ultimate competitive advantage, resulting in strong consumer-brand relationships and sustained marketplace growth.





People buy brands
(Transaction)



People buy into brand stories
(Relationship)



What is the Timeless BrandStory of Bryan's House?

UNCHANGING

AUTHENTIC

INSPIRING



Brand Story Framework



(Why)

Why does your brand exist? What drives it?

(How)

How do you work towards your purpose in a way that's different from everyone else?

(What)

This is what you do, your field of competence.

(Who)

Who are you for?

(Personality)

This is how your brand speaks, looks, and interacts.

(Brand Essence)

This is the fundamental consumer need that the brand promises to fulfill.

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WHY

Why do you do what you do?
Why are you driven to do it?



Our WHY?

We believe that every child should thrive, no matter what



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HOW

HOW do you work towards your purpose in a way that's different from everyone else?



We EMPOWER families by removing BARRIERS to care by:

- Being a one stop hub
- Providing affordable & comprehensive care
- Utilizing innovative models & processes
- Operating in a collaborative culture





WHAT

WHAT are the results of the actions of **HOW**

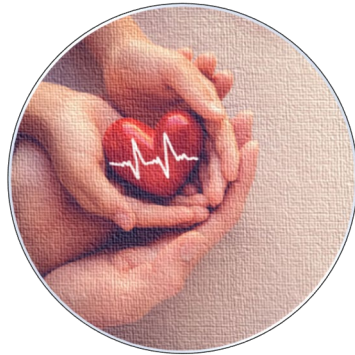
WHAT are your strategic priorities?



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Bryan's House serves children who have special needs through



Health



Education



Advocacy



**Family Support
Services**

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WHO

WHO are you for?



Savvy Donors with a personal connection to the cause



- *Who are willing to take action*
- *Are empathetic to the cause*
- *Believe in the power of providing the right interventions*



Bryan's House Brand Essence





PERSONALITY

How does your brand **Look, Speak and Interact**





Nurturing



Expert



Optimistic



Determined

Bryan's House Brand Guardrails

IS **IS NOT**

Nurturing

Soft

Expert

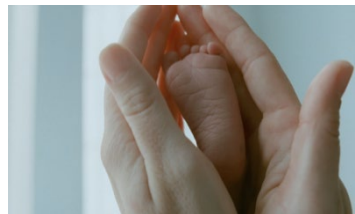
Elite

Optimistic

Unrealistic

Determined

Rigid





BRAND ESSENCE

The shorthand for your **STORY**

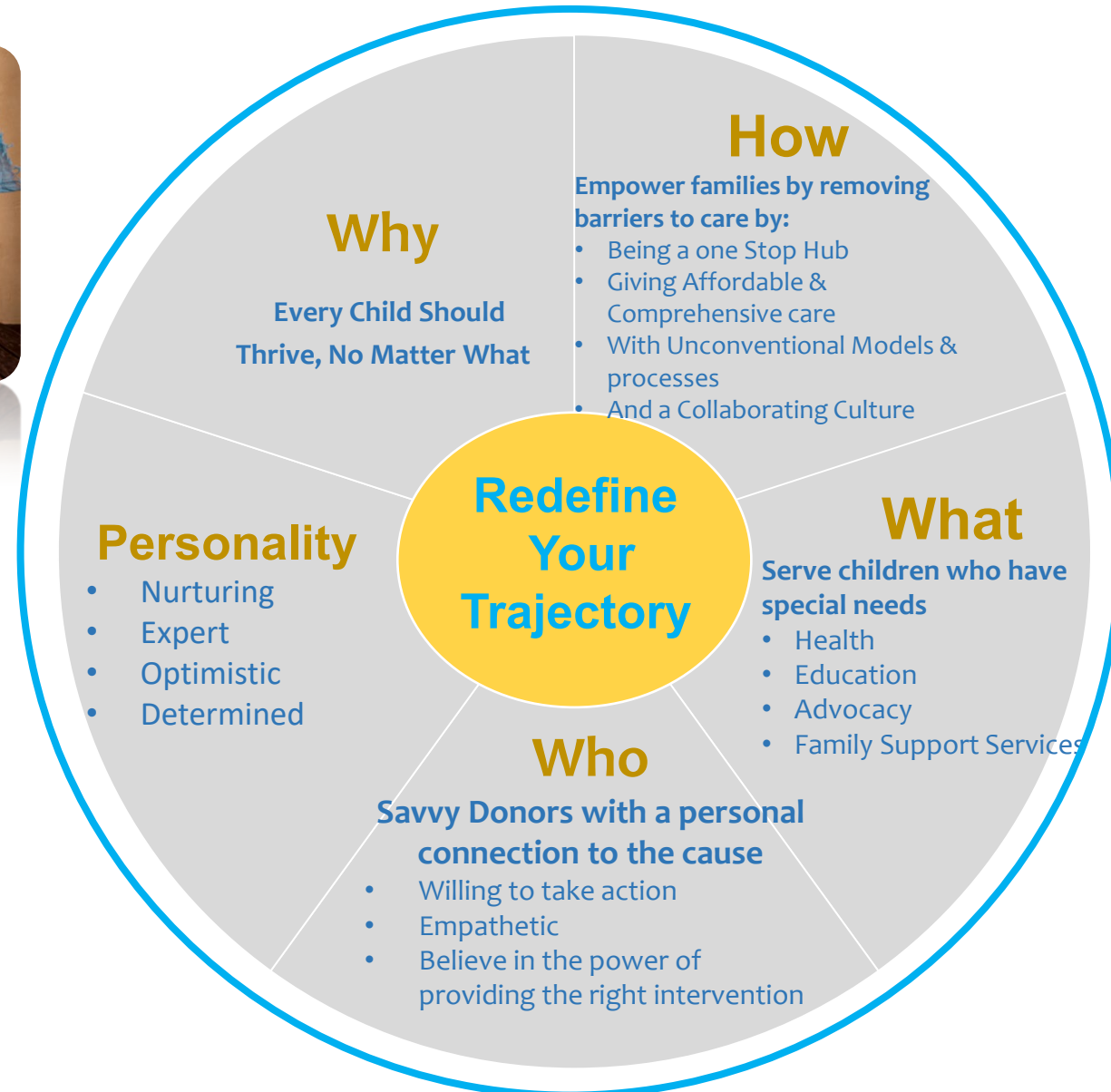




Brand Essence Redefine Your Trajectory



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Redefine Your Trajectory



In a world where special needs children face limited options in life, Bryan's House is the **only** organization that **empowers** their families by **removing** barriers to care **in order to** serve these children through education, health, advocacy and social services **because we believe that every child has a right to thrive, no matter what.**

Confidential Proprietary Information



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Thank You