

# CUSTOMER VALUES GUIDELINES

Every brand offers an explicit or implicit set of values and promises. These are the things that you believe you owe your customers and what your customers expect from you.

In this section, write your brand values on the left column, and use each one to create a customer engagement action that upholds that value on the right. Unifying values with actions and experiences is exactly what it takes to grow your brand awareness.

## EXAMPLE: TastyTee Co.



VALUE	ACTION

VALUE	ACTION

VALUE	ACTION