

Brand Values Worksheet

E-commerce Store: Bath EcoShop

Product Category: Eco-friendly bath products

Identify 5 values that define the Bath EcoShop brand.

Use the sticky notes from the branding exercise to identify similar themes.

1. Reliability
2. Environmental consciousness
3. Compassionate
4. Altruistic
5. Health consciousness

Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through their giving program.

- Outlining the environmentally-conscious ways that they operate their brand (product details, shipping, etc.)
- Making return process easy and honest
- Having a 24-hour response guarantee with customer service
- Donating small portion of each purchase to a nature/environment charity

Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through the content on their website and/or social media accounts.

- Partnering with environmentally conscious brands/charities
- Responding to comments/feedback in a timely manner
- Blogging about how they impact the natural world positively with their products and practices
- Highlighting giving program to show customers their care for people and the world