Design of a tool that facilitates the mapping of the core values of a company

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The design of a tool that helps companies map their brand identity in a way that the result of the tool is usable for marketing communication.

This assignment was proposed by Morskieft Ontwerpers, a company specialized in developing brand identities. Morskieft Ontwerpers developed a tool named MyButtons, that can be used to map the motivations (core drives) of a person. The basis of this tool is 24 core drives, derived from the Human Motivation Theory of McClelland (1987). Morskieft uses this tool to find the core drives of the employees of their clients. This helps them to find out what the client company is driven by, and eventually to develop the client's brand identity. As the tool is designed now, it is targeted at Human Resource Management. However, Morskieft believes that these human motivations are also usable for marketing purposes, but not in the form of core drives. Morskieft currently translates core drives to a brand identity that is ready for marketing by having long conversations with the client. This results in a corporate story based on the core values of the company. A tool that facilitates this translation from core drives to core values would save a lot of time. Therefore, the goal of the assignment is to develop a tool that helps companies to map their brand identity, based on the existing tool, in a way that it is usable for marketing communication. Hence, the main research question that must be answered is the following: How can a tool facilitate the mapping of the core values of a company?

In order to answer this question, several steps have been taken. First of all, the existing tool MyButtons has been analyzed. Also the stakeholders have been mapped and an analysis of the current practices of Morskieft Ontwerpers and the competitors has been performed.
Secondly, literature research has been performed to obtain insight on how a brand identity can be structured and what role core values play within this structure. Based on these analyses and the literature research, the requirements for the tool have been determined.
After exploring different literature, a broader sight on a brand identity has been attained and therefore a step back was taken from core drives. A test has been performed to take more ways of expressing a brand into account to see which way is preferred by non-professionals.
Consequently, ideas and concepts for the tool were developed. By making multiple iterations of designing, testing and improving, the final functioning of the tool has been determined. After the functionality, a suitable appearance for the tool had to be found. This is done based on analyzing the style of MO and performing a graphic design study.

For finding the best way to express a brand, core drives, personas and archetypes have been tested. The outcome was that core drives were the preferred way to describe a brand, but personas could be a 'fun' addition when it concerns material for marketing communication. A limitation of this test is that it only tested the best way to describe a brand. However, for marketing communication it is also important to test which expression works best to interpret a brand.

Taking core drives as a basis, the final concept for the tool consisted of a number of steps that lead to a corporate story of the brand in question. This concept has been tested and reflected upon in several stages of the process, which resulted in the steps as shown in figure 1. For these steps, a set of documents that support the different steps has been developed. Now a client company can buy this set and facilitate a process towards a description (in the form of a corporate story) of their brand identity on its own. Needed is the tool and a group of stakeholders (employees or customers of the client company) to give input to the process. The name of the tool is Communi-key, because this tool is the key to bring input from your community (stakeholders) together and communicate this towards your (potential) customers.

With Communi-key, an effective tool for mapping your brand's identity has been developed. This tool provides a structure for conversations that should lead to finding the identity of a brand or company. So the answer to the main research question is given in the form of a tool. The developed tool consists of a number of steps that together form the roadmap to a corporate story. The mapping of core drives and core values are used as support for developing a corporate story, that a client company can use for their marketing communication strategy.

References
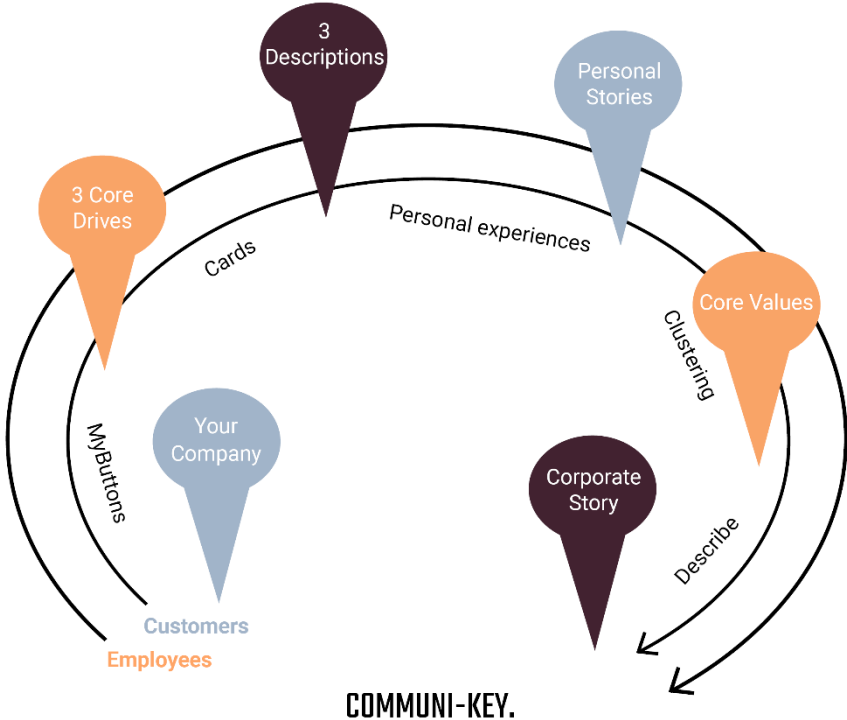McClelland, D. C. (1987). *Human motivation*. Cambridge: CUP Archive.

The Roadmap to Your Corporate Story

Figure 1 | The roadmap consisting of multiple steps