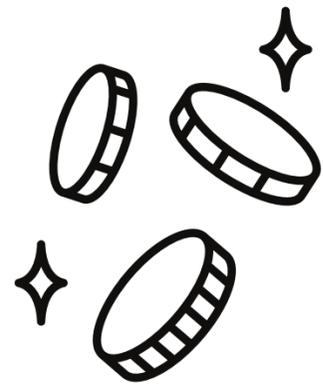


A decorative graphic consisting of numerous thin, light blue lines that flow from the top left towards the bottom right, creating a sense of movement and depth. The lines are curved and layered, giving the impression of a stylized wave or a dynamic, organic shape.

# How to create a brand with AI

George Paratsokis

***Storydoers.***  
Thinkers and Doers



***money***



***fame***



***influence***

***wow!***

***Customer + Company =***



***wow!***

***Every Brand is a Company, every  
company is not a Brand.***

# COMPANY

**SALES**

**PROFIT**

**DEVELOPMENT**

**BUDGET**

**PERSONNEL**



Accounting valuation\* / Balance sheets / Fixed assets etc

# BRAND

**IDEAS**

**VALUES**

**VISION**

**CREATIVITY**

**AMBASSADORS**



The living and **DOING**

**What is a Brand?**



**A brand is any distinctive feature like a name, term, design, or symbol that identifies goods or services.**

American Marketing Association (AMA)

STORYTELLING & STORYDOING

# Branding

Your Identity

It's the Why

Long Term

Loyalty

Creates Value

Strategic

Emotion

Defines Trajectory

Quality of Leads

**Being**

**CONNECT**

VS

# Marketing

Your Message

It's the How

Short Term

Response

Extracts Value

Tactical

Reason

Defines Tactics

Number of Leads

**Doing**

**DELIVER**

GO PYPWRITING

**"Your brand is what other people say about you when you're not in the room."**

Jeff Bezos (Founder of Amazon)

**"A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another."**

Seth Godin (Author and Marketing Expert)

**"Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product."**

Elon Musk (CEO of Tesla and SpaceX)

**"A brand is simply trust."**

Steve Jobs (Co-founder of Apple)

**"Your culture is your brand."**

Tony Hsieh (Former CEO of Zappos)

**"Any damn fool can put on a deal, but it takes genius, faith, and perseverance to create a brand."**

David Ogilvy (Advertising Legend)



**Damn HOW????????**

**Decoding a brand.**

**"Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product."**

Elon Musk (CEO of Tesla and SpaceX)

**"Any damn fool can put on a deal, but it takes genius, faith, and perseverance to create a brand."**

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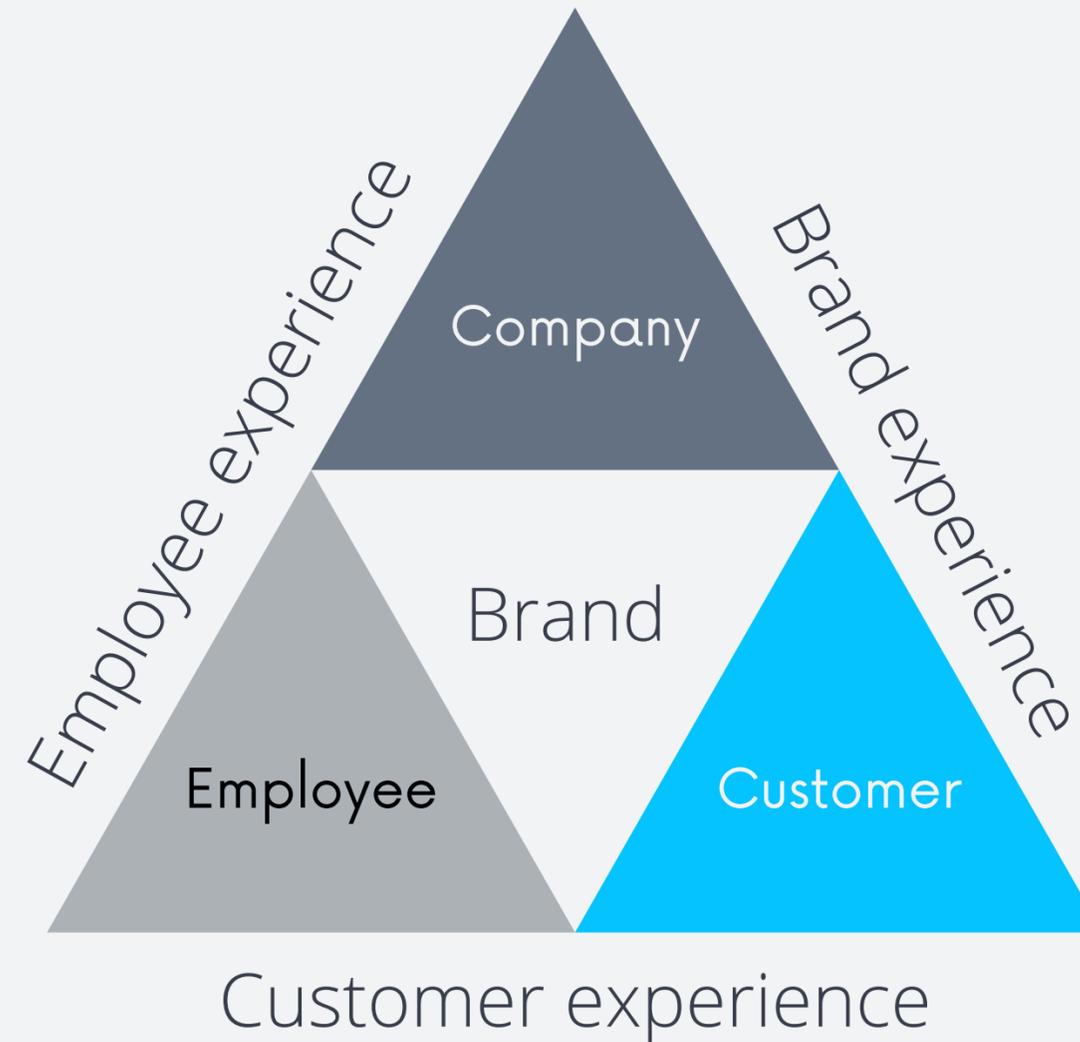
Steve Jobs (Co-founder of Apple)

**"Your brand is what other people say about you when you're not in the room."**

Jeff Bezos (Founder of Amazon)

**"The only competitive advantage we have is the culture and values of our people."**

Howard Schultz (Former CEO of Starbucks)



# ***A Brand is.***

***An image***

***A reason***

***A feeling***

***An experience***

# ***A Brand is like an iceberg.***

*What people receive*

***An image***

***A reason***

***A feeling***

***An experience***



*What Great Brands do*

***Design Systems***

***Strategy***

***Critical thinking***

***Empathy***

***Devotion***

***Innovation***

***Carefulness***

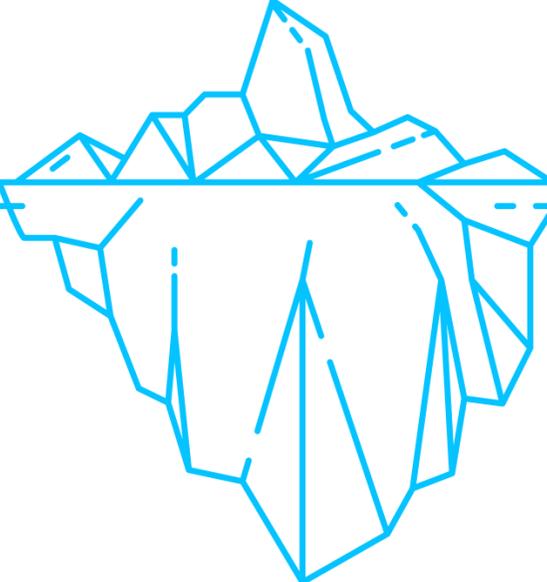
***Active listening***

***Collaboration***

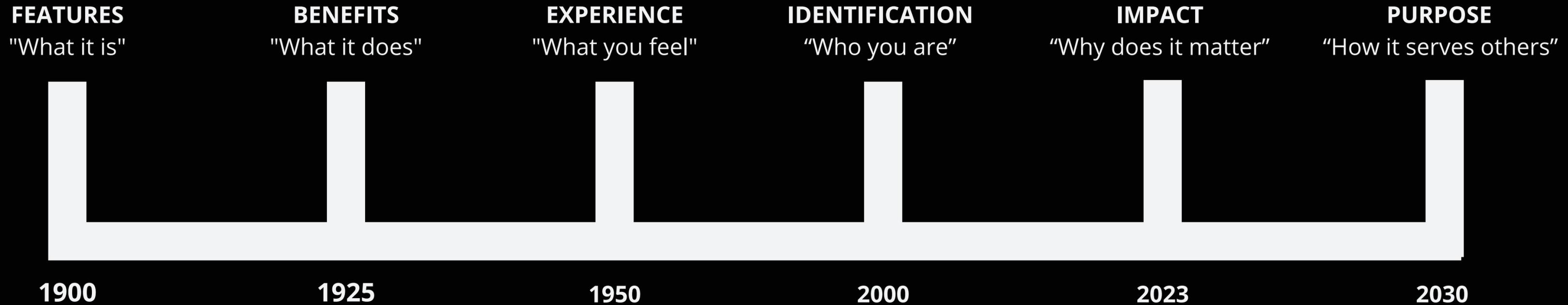
***Talent***

***Commitment***

***Creativity***



# *The Brand communication evolution.*



Source: The Brand Gap, by Marty Neumeier till 2000

## \*IDENTIFICATION



Nike One

49,99 €

### ΕΝΑ ΜΟΝΤΕΛΟ ΓΙΑ ΚΑΘΕ ΔΡΑΣΤΗΡΙΟΤΗΤΑ.

Το κολάν Nike One είναι ένα εξαιρετικά ευέλικτο κομμάτι για κάθε δραστηριότητα, από την προπόνηση μέχρι τις στιγμές χαλάρωσης. Η άνετη σχεδίαση απομακρύνει τον ιδρώτα για στεγνή αίσθηση. Επιπλέον, η αδιαφανής σχεδίαση εξασφαλίζει απόλυτη σιγουριά και κάλυψη. Αυτό το προϊόν είναι φτιαγμένο από τουλάχιστον 50% ίνες ανακυκλωμένου πολυέστερ.

### Προπονήσου. Απόλαυσε στεγνή αίσθηση.

Το ελαστικό ύφασμα με τεχνολογία Dri-FIT απομακρύνει τον ιδρώτα από το δέρμα, για πιο γρήγορη εξάτμιση, στεγνή αίσθηση και άνετη εφαρμογή. Το διχτυωτό υλικό στις γάμπες εξασφαλίζει δροσερή αίσθηση.

### Δώσ' τα όλα. Νιώσε σιγουριά.

Το ύφασμα με αδιαφανή σχεδίαση χαρίζει απόλυτη κάλυψη στα βαθιά καθίσματα. Διαθέτει ζώνη με περίγραμμα σε σχήμα V πίσω που χαρίζει εντυπωσιακό στιλ.

### Δούλεψε έξυπνα. Μείνε σε ετοιμότητα.

Η σχεδίαση περιλαμβάνει δύο κρυφές τσέπες στη ζώνη μεσαίου ύψους, ώστε να είσαι πάντα σε ετοιμότητα για κάθε πρόκληση της ημέρας. Η τσέπη πίσω είναι αρκετά ευρύχωρη για την αποθήκευση του τηλεφώνου σου.

### Λεπτομέρειες προϊόντος

- Στενή εφαρμογή για αίσθηση που αγκαλιάζει το σώμα
- Μήκος 7/8
- Μεσαίο ύψος
- Σώμα: 78-79% πολυέστερ/21-22% σπάντεξ. Διχτυωτό υλικό: 81% πολυέστερ/19% σπάντεξ.

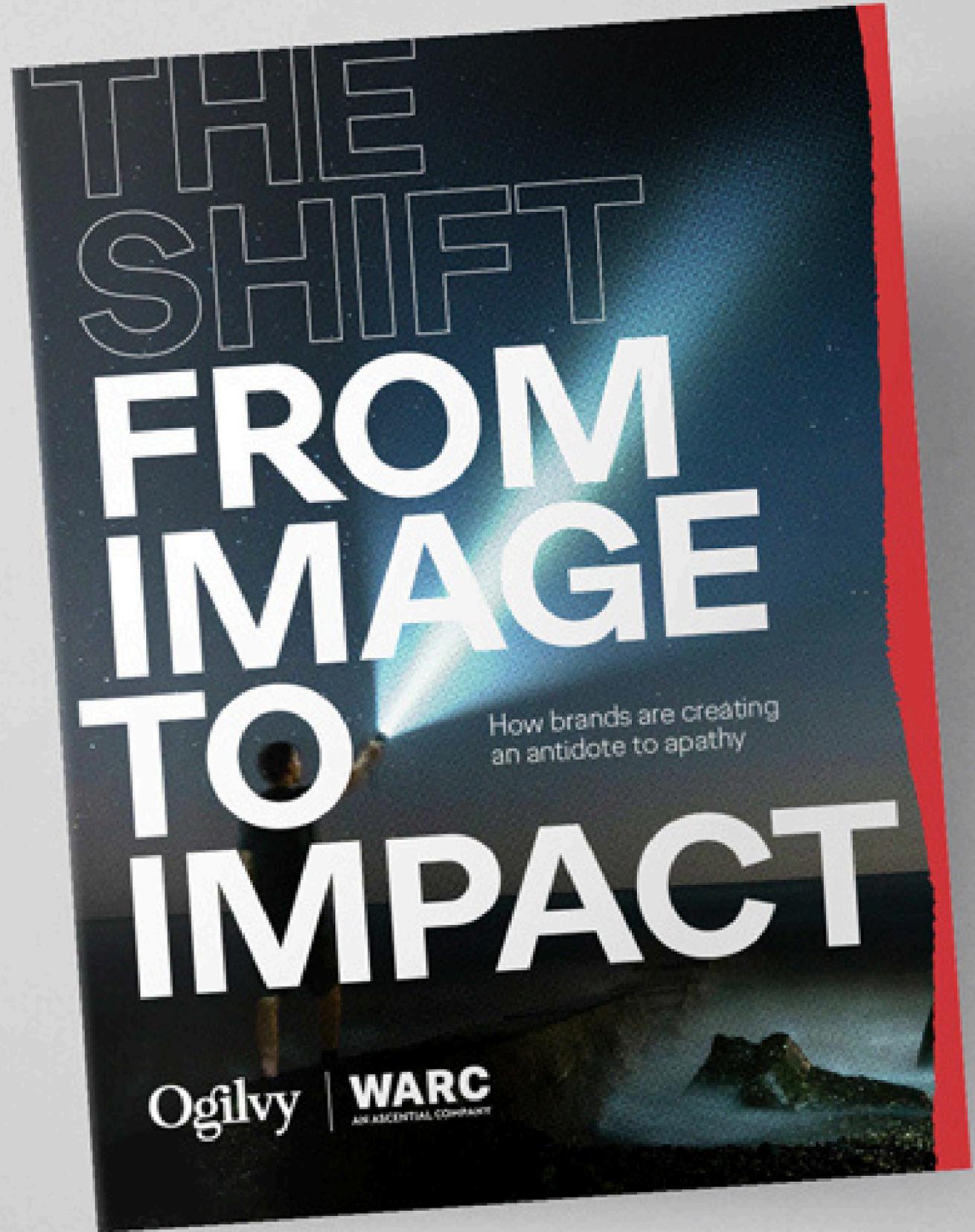
BENEFITS

EXPERIENCE

FEATURES

PURPOSE (?)

IMPACT



**IMPACT**  
"Why does it matter"



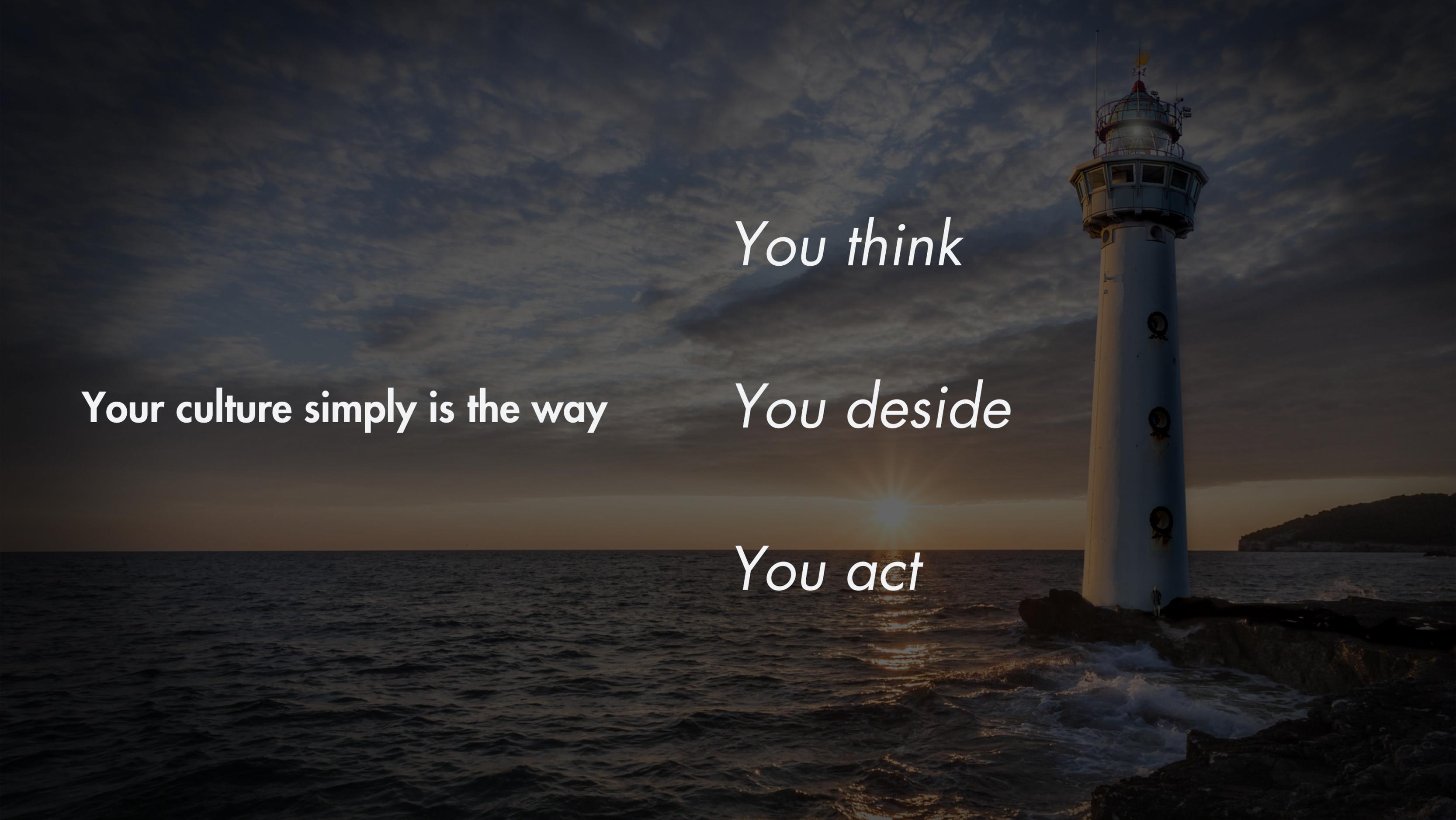
2024

[Download report](#)

**"Your culture is your brand."**

Tony Hsieh (Former CEO of Zappos)



A tall, white lighthouse stands on a dark, rocky island. The sun is setting behind the lighthouse, creating a bright glow and a reflection on the water. The sky is filled with soft, wispy clouds. The lighthouse has a glass-enclosed lantern room at the top with a yellow light. There are three small, dark, circular openings on the side of the lighthouse tower. The water is dark with small waves breaking against the rocks at the base of the lighthouse.

*You think*

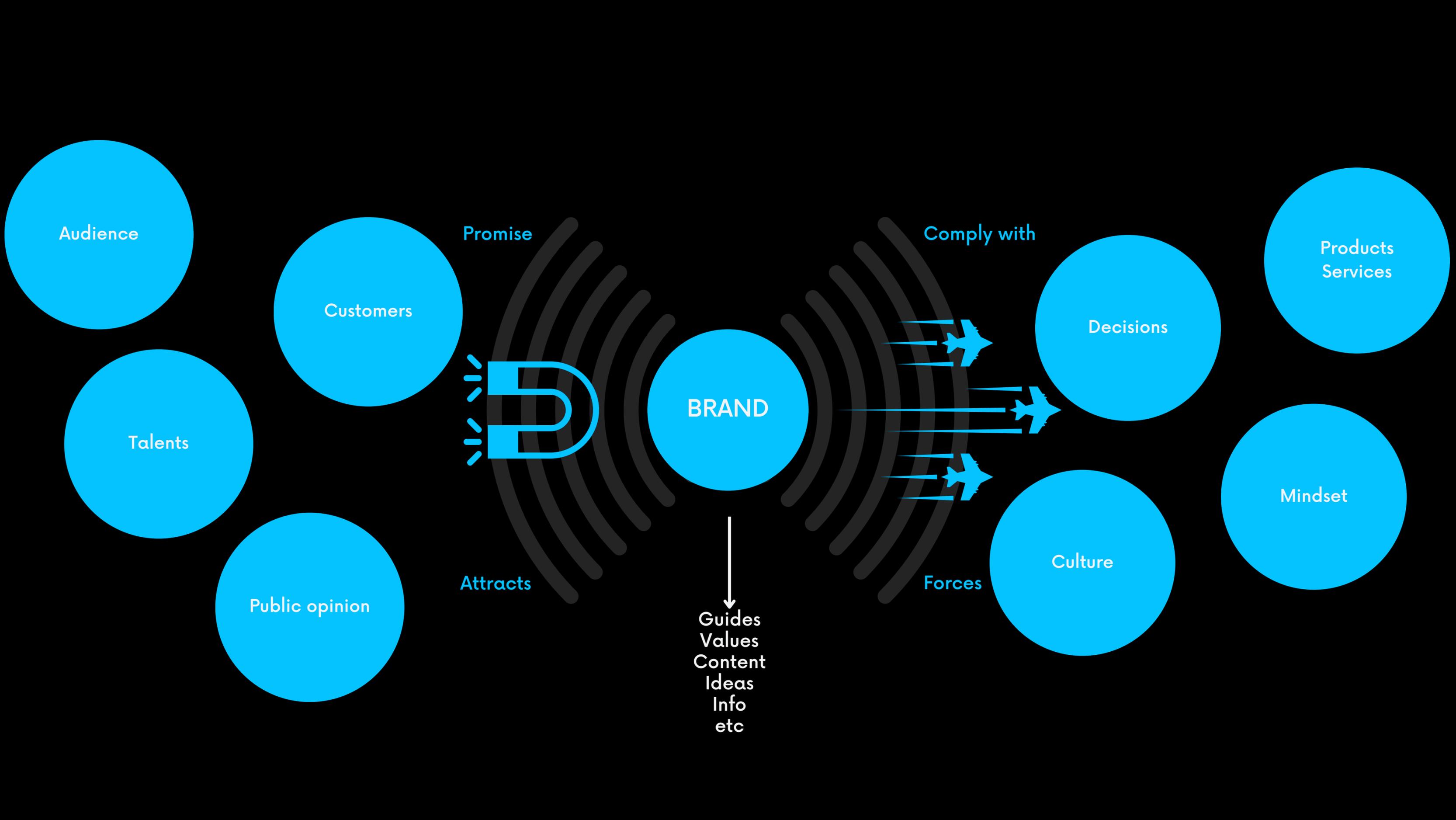
**Your culture simply is the way**

*You decide*

*You act*

***Our Fame.***

***A brand is a promise kept.***



***No more fluff. No more theory.***

***Let's get practical.***

***AI***  

---

***Customer + Brand*** =



# Define the client

## 1. Buyer Persona



**Menelaos**



**Age:** 50  
**Occupation:** Βιομήχανος  
**Family:** Παντρεμένος / 3 παιδιά  
**Location:** Αθήνα

**Personality**

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

**Technology**

Software
Mobile Apps
Social Networking
Desk Computer

**Motivations**  
κατοχύρωση συνέχειας  
καταξίωση  
υγεία επιχείρησης-  
προοπτική  
ενδιαφέρον για την  
οικονομία

**Goals**  
συνεχής ανάπτυξη επιχείρησης  
εξαγωγές-συγχώνευση  
πωλήσεις επιχείρησης  
ταπεινός σε επίδειξη  
οικονομικών  
ισορροπημένη ζωή

**Frustrations**  
κίνηση  
διοίκηση  
οικογένεια  
πορεία επενδύσεων  
υγεία  
συναντήσεις ημέρας

**Brands**  
Mercedes  
Volvo  
Ralph  
Tailor made  
παλίο Nokia  
Rolex +  
ηλεκτρονικό

ENTJ  
Ειλικρινείς, αποφασιστικοί, αναλαμβάνουν εύκολα ηγετικό ρόλο. Εντοπίζουν γρήγορα παράλογες και αναποτελεσματικές διαδικασίες και πολιτικές, αναπτύσσουν και εφαρμόζουν ολοκληρωμένα συστήματα για την επίλυση οργανωτικών προβλημάτων. Τους αρέσει ο μακροπρόθεσμος σχεδιασμός και καθορισμός στόχων. Συνήθως είναι καλά ενημερωμένοι, καλά διαβασμένοι, απολαμβάνουν να επεκτείνουν τις γνώσεις τους και να τις μεταδίδουν σε άλλους. Δυναμικοί στην παρουσίαση των ιδεών τους

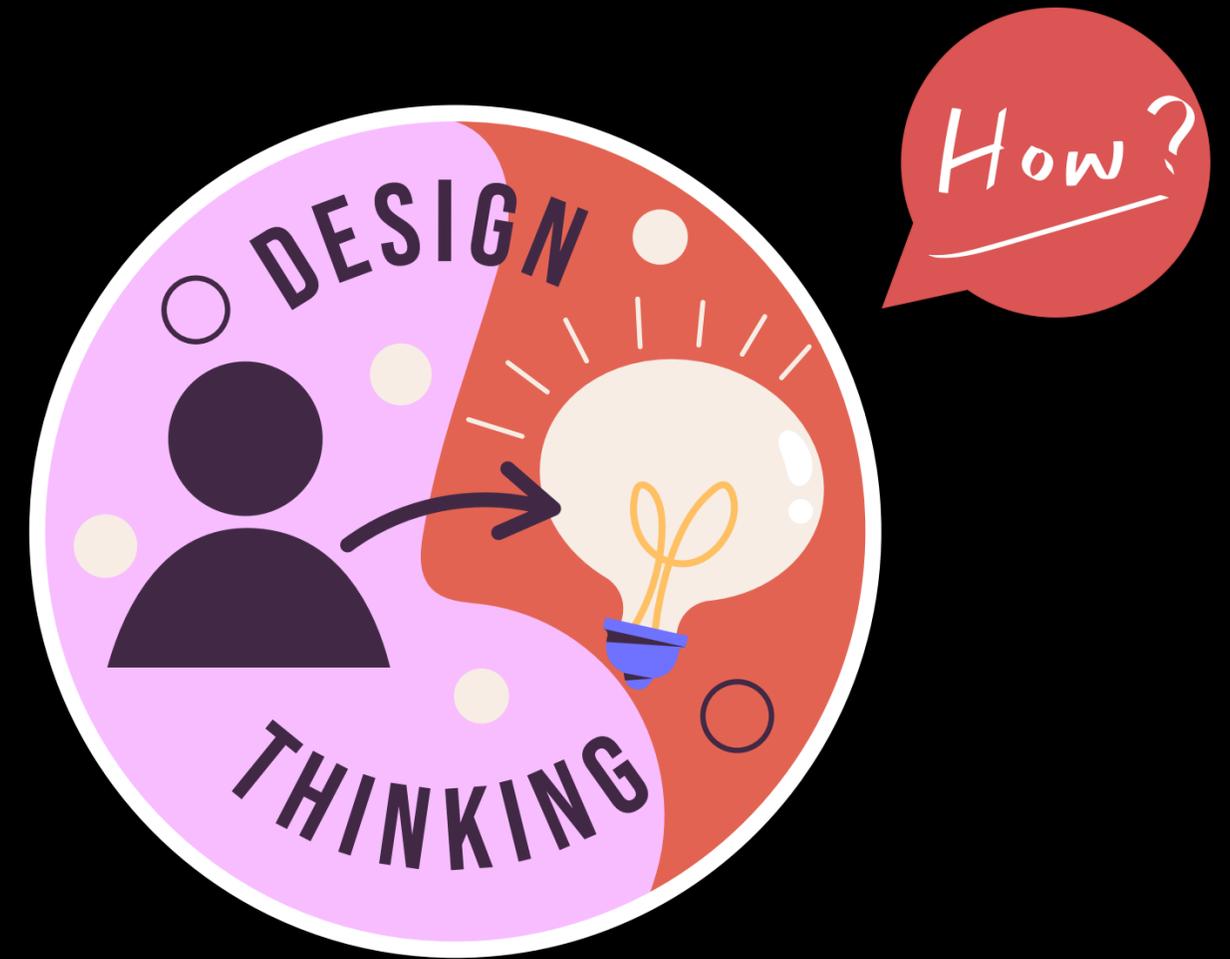
Prompt

**Generate a detailed buyer persona for a [specific product/service, e.g., organic skincare products]. The persona should include:**

- 1. Demographics (age, gender, income, location, etc.).**
- 2. Psychographics (values, lifestyle, interests).**
- 3. Goals and aspirations.**
- 4. Pain points and challenges related to the product/service.**
- 5. Buying behaviors and decision-making processes.**
- 6. Preferred communication channels (e.g., social media, email).**
- 7. Key factors influencing their purchasing decisions.**

Define the client

## 2. Design Thinking



Prompt

***Act as a design Thinker and Identify and summarize the needs, desires, problems, and pain points for users in the context of [specific problem, e.g., improving remote work productivity]. Use insights gathered during the Empathize stage to outline:***

- 1. Core needs or requirements that must be met.***
- 2. Desires or aspirations users have related to the experience.***
- 3. Specific problems users encounter.***
- 4. Pain points causing frustration or dissatisfaction.***

***Present these findings in a clear, structured format that informs problem definition and ideation***

# Define your Brand

## 1. Brand Archetype



How?

Prompt

**Act as a brand strategist and help me identify the brand archetype for a business. The brand offers [describe product/service, e.g., premium athletic apparel] and aims to [state purpose, e.g., inspire people to achieve their fitness goals]. Based on its values, mission, tone, and customer experience, determine which archetype (e.g., Hero, Caregiver, Creator) best fits the brand. Provide reasoning for your selection, examples of how this archetype aligns with the brand's strategy, and suggestions for how to amplify this archetype in marketing and branding efforts.**

# Define your Brand

## 2. Brand Personality



Prompt

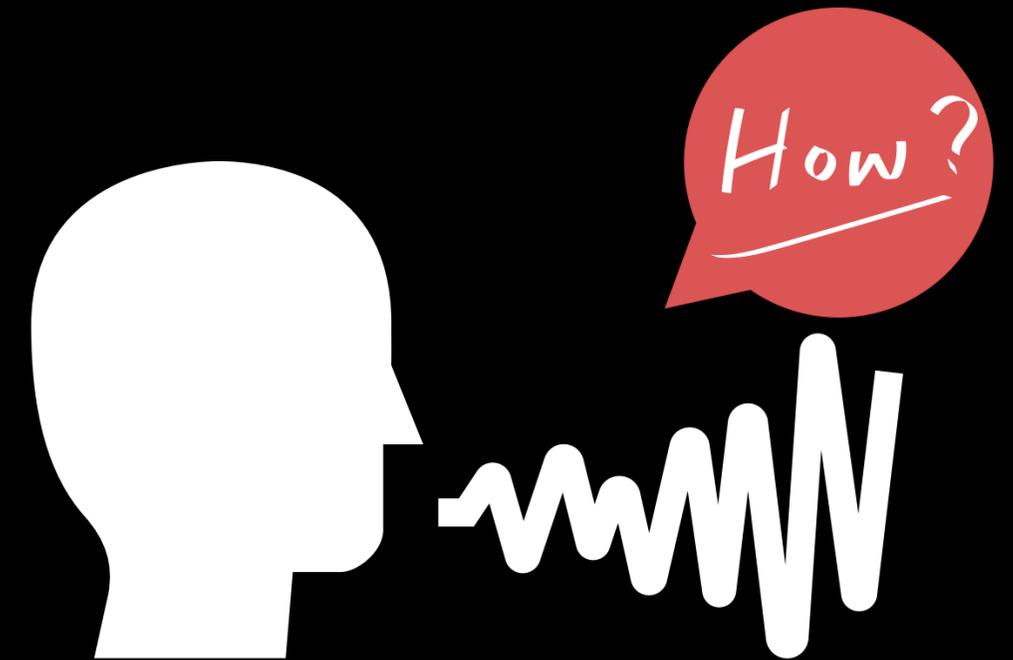
**Act as a brand strategist and help me craft the brand personality for [specific brand]. The brand provides [products/services, e.g., eco-friendly clothing] and targets [specific audience, e.g., environmentally conscious millennials]. Based on its mission, values, and customer base, define the brand's personality using traits or characteristics (e.g., bold, empathetic, innovative). Include:**

- 1. The tone of voice it should use in communications.**
- 2. Emotional connections it should aim to create with its audience.**
- 3. Key attributes that distinguish it from competitors.**

**Format the output as a concise brand personality profile that guides marketing and branding strategies.**

# Define your Brand

## 3. Brand Tone of Voice (ToV)



Prompt

***Act as a brand strategist and define the tone of voice for [specific brand]. The brand provides [products/services, e.g., tech gadgets for professionals] and targets [specific audience, e.g., tech-savvy young adults]. Based on its mission and personality, craft a tone of voice that reflects the brand's values and resonates with its audience. Include:***

- 1. Key characteristics of the tone (e.g., friendly, authoritative, playful).***
  - 2. Language style (formal, conversational, technical, etc.).***
  - 3. Emotional impact or connection it aims to create.***
  - 4. Examples of how this tone can be used in messaging (e.g., social media posts, customer emails).***
- Ensure the tone is consistent with the brand's identity and audience preferences.***

# Define your Brand

## 4. Brand Mission and Values



Prompt

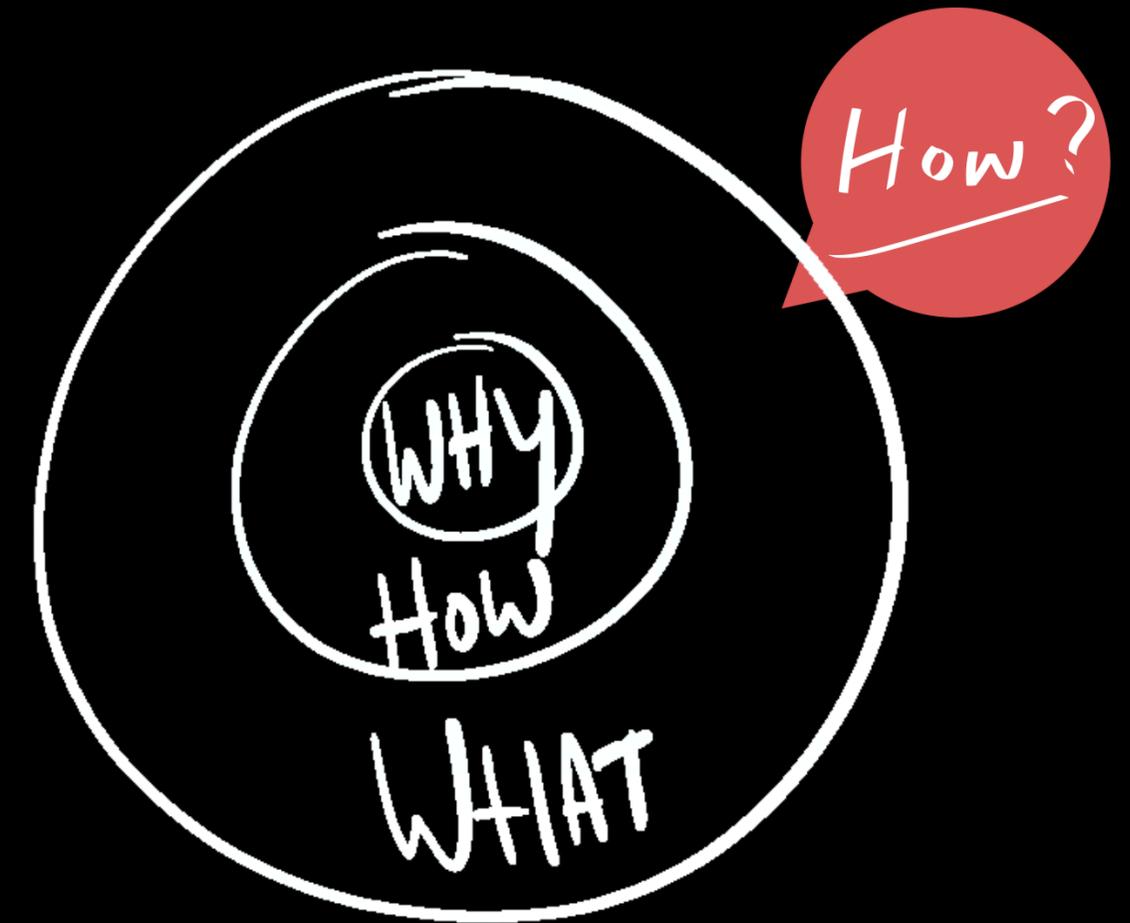
***Act as a brand strategist and craft a brand mission statement for [specific brand]. The brand offers [products/services, e.g., organic beauty products] to [target audience, e.g., environmentally conscious individuals]. The mission should:***

- 1. Clearly express the brand's purpose and core values.***
- 2. Highlight how it serves its audience and addresses their needs or challenges.***
- 3. Be inspiring and forward-thinking while staying true to the brand's identity.***

***Provide a concise, impactful statement that can guide business decisions and resonate with customers***

# Define your Brand

## 5. Brand WHY



Prompt

**Develop a Brand strategy for [specific brand] using [Simon Sinek's Golden Circle \(Why, How, What\)](#). The brand offers [products/services, e.g., ethical travel accessories] and targets [specific audience, e.g., adventure-seekers who value sustainability]. For each part of the circle:**

- 1. Why:** Clearly articulate the brand's purpose or belief (e.g., to promote eco-conscious travel).
- 2. How:** Explain the unique approach or methods the brand uses to fulfill its purpose (e.g., using sustainable materials and ethical production).
- 3. What:** Describe the specific products or services offered that align with the Why and How.

**Provide suggestions for storytelling elements, examples of social media posts, and messaging that reflect this framework to connect deeply with the audience.**

**Customer + Company +  =**

*Needs  
Desires  
Problems  
Pain points*

*Mission  
Personality  
Tone of voice  
+  
(Archetype)*

*Website, SoMe etc*

Prompt

***Act as social media manager and create engaging social media post ideas for [specific brand] that seamlessly blend:***

- 1. Customer needs or desires (e.g., convenience, sustainability, self-expression).***
- 2. The brand's core values and mission (e.g., eco-friendliness, innovation, inclusivity).***

***Each post should:***

- Capture attention with relatable or inspirational messaging.***
- Clearly connect the brand's offerings to solving the customer's challenges or fulfilling their desires.***
- Use a tone consistent with the brand's voice and personality.***

***Include hashtags, call-to-action examples, and visuals suggestions to enhance the impact.***

***The last and most important ingredient  
that AI cannot add..***



THE BEST  
MARKETING  
STRATEGY EVER...  
**CARE.**

# Thank You



George Paratsokis

***Storydoers.***

