

Brand filter template

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Plot your organisation / projects / ideas.

On brand: How much does the activity embody and live up to the brand values?

Impactful: To what extent does it shape how York is seen by the world

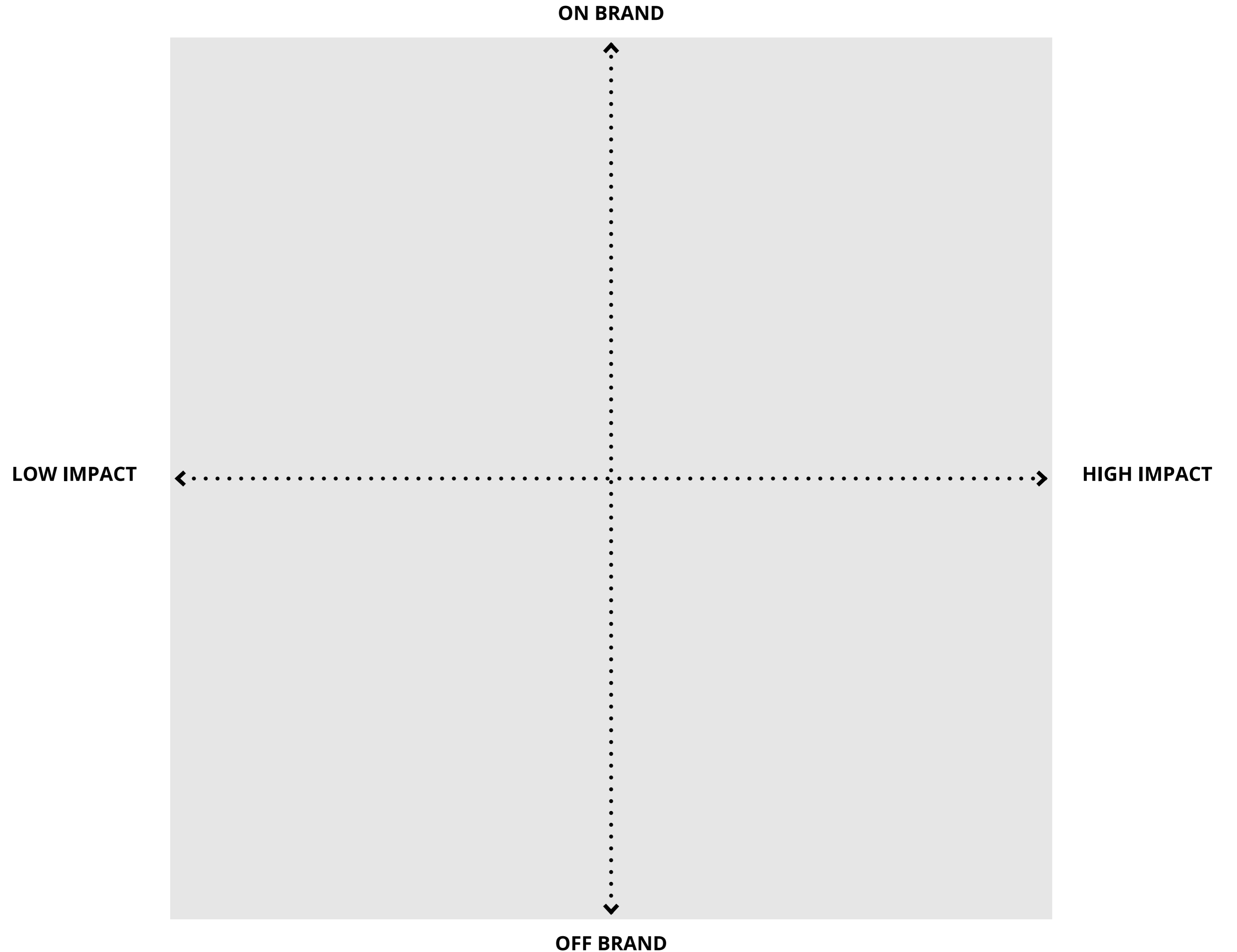
Next, think about:

Why have you assessed them this way?

Are you all in agreement?

If not, why not – can you reach a closer consensus?

Are there value-based behaviours and impacts that you weren't aware of?



Brand filter template

Your key actions

Write in the box the key actions you will take to be:

More on brand?

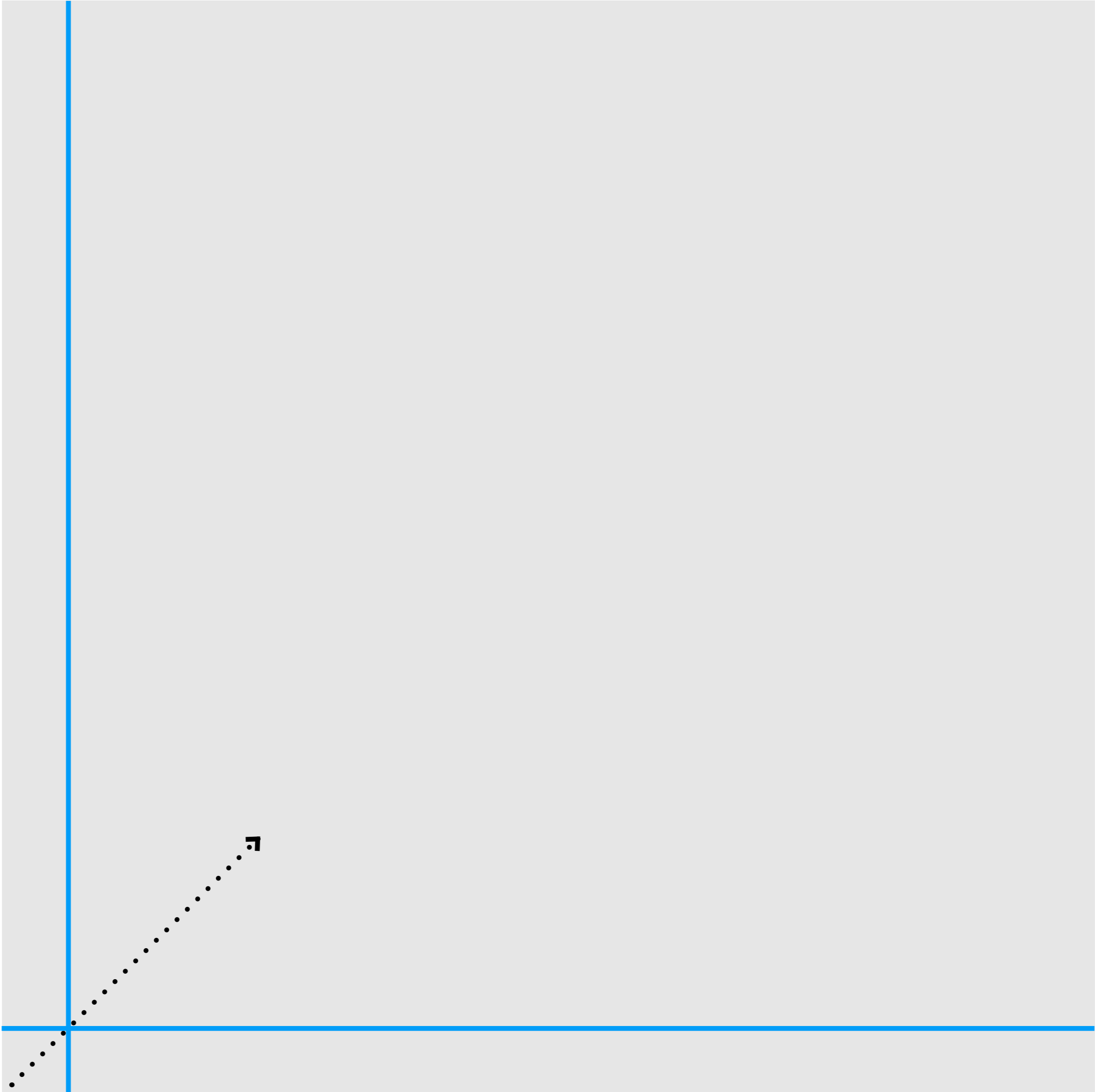
More impactful (visible)?

LOW IMPACT

HIGH IMPACT

ON BRAND

OFF BRAND



Thinking bigger

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Template for media
coverage exercise

PUBLICATION TITLE

DATE

HEADLINE

IMAGE

QUOTE

KEY MESSAGES

EVIDENCE