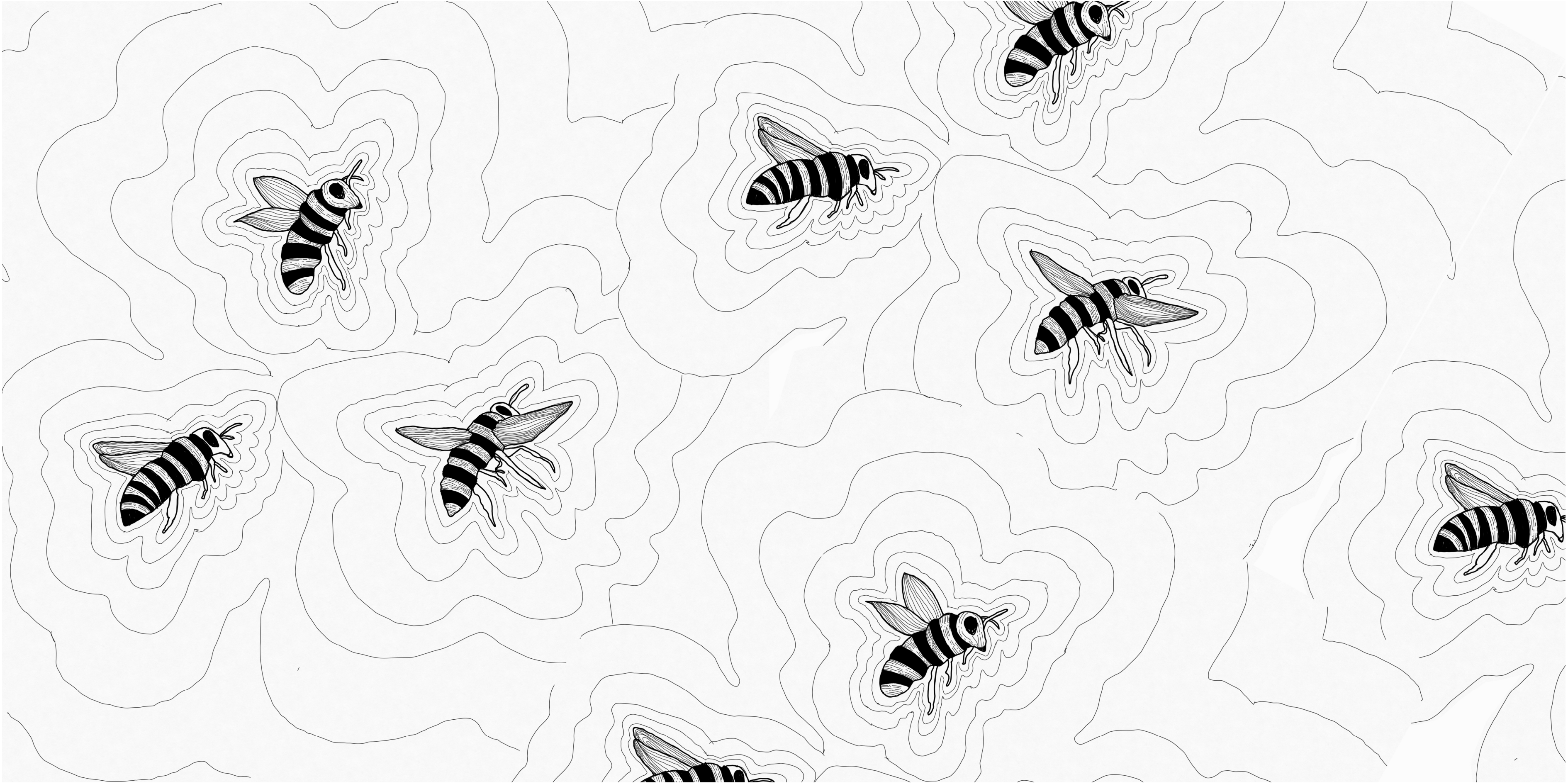




**HOLISTIC**

BRAND & BUSINESS  
ACADEMY

The more you learn, the more you connect.

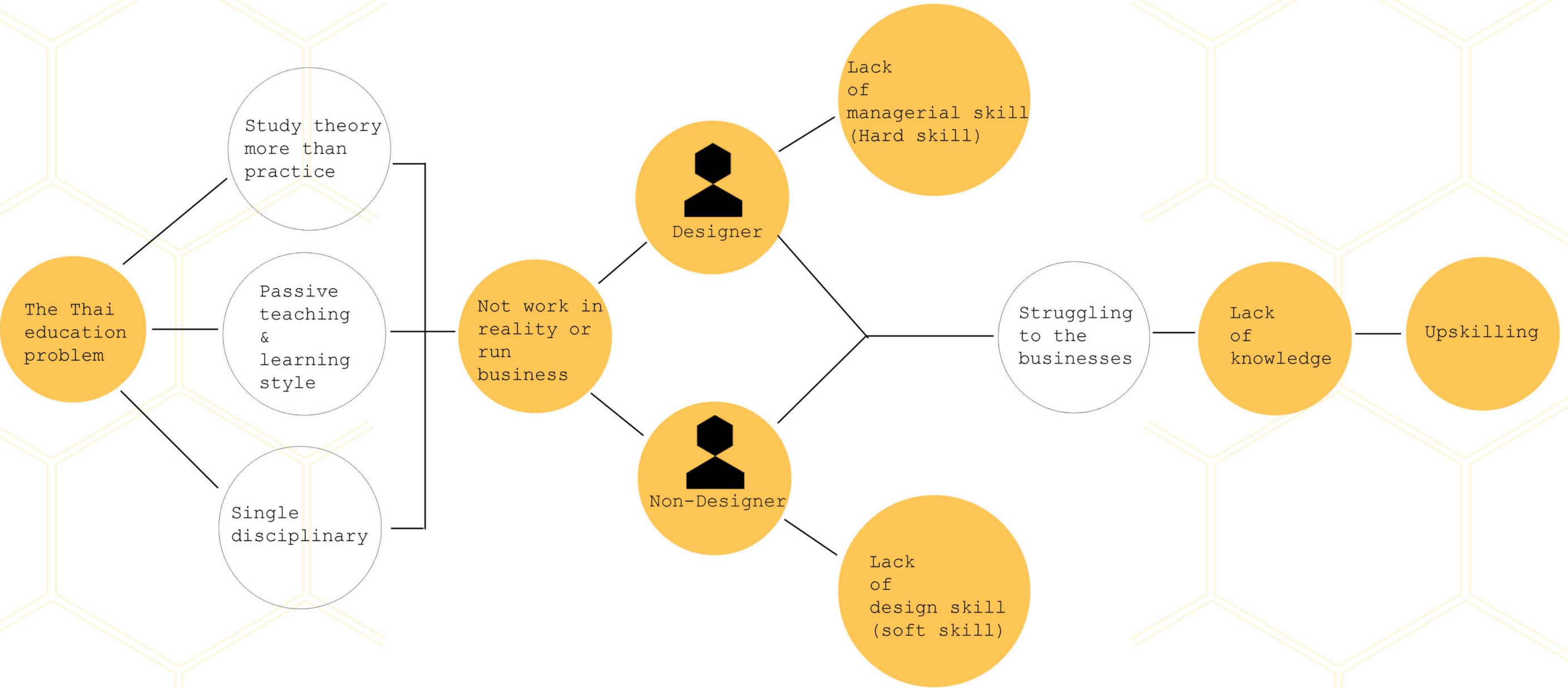




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ISSUE ADDRESSED











“Be like a THAI Bee”

- Heartyquote.com





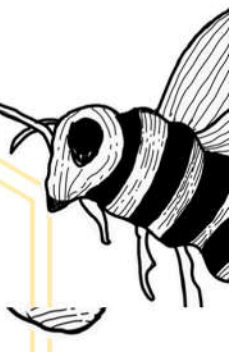


# A CONCEPTUAL APPROACH

WHY IS A BEE?

A bee is one of the most hard - working insects of the world as the bee that is an important role in nature as a pollinator as a part of ecosystem.

As for the pollinator, it strongly influence ecological relationships, ecosystems, conservation and genetic.







# A CONCEPTUAL APPROACH

## THE VALUE OF THE BEE

The value of the bee as a pollinator - it is transfer of pollen from the anther (the male part of the flower) to the stigma (the female part of the flower).

Significantly, the bees are good for trees and trees are good for bees. Therefore, bees and trees belong together as a result of reliance.

In the light of the value of the pollinators, it is estimated that about one third of all plants or plant products eaten by human are directly or indirectly dependent on bee pollination since bee pollination gives better quality and quantity of harvest.







# A CONCEPTUAL APPROACH

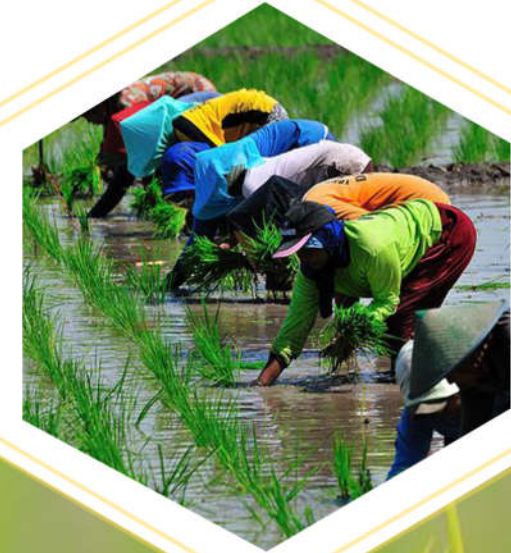
RATIONALE BEHIND THE ACADEMY

## We11!

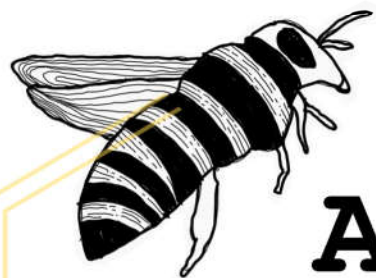
Basically, whether any sorts of bee types all over the world, the bees are not totally different works as the pollinators. This is the value of the bees; however, due to Thai's metaphor the bees are also represented by the hard-working insects as the main character of the bees in the other countries.

The value and character of the bees as a person related in Thailand who is the most significant person in Thailand. That is a farmer since the farmer plays as the important role to influence people, economy and country.

Due to Thai's metaphor the Thai farmer is the backbone of the country which is also represented by creator in order to enhance in better way of people's life.







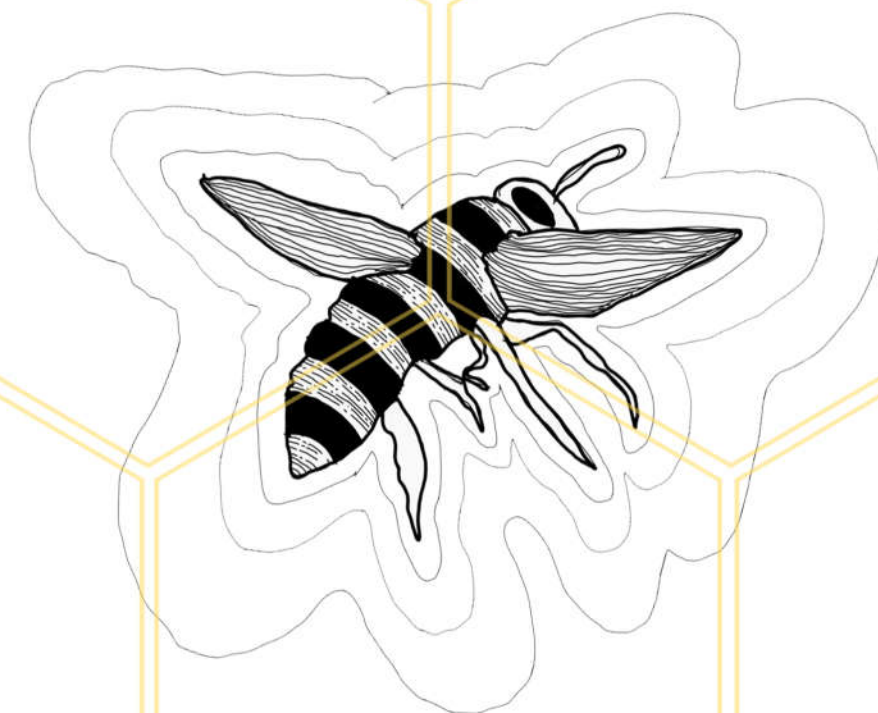
# A CONCEPTUAL APPROACH

## RATIONALE BEHIND THE ACADEMY

The Thai farmer as the creators, they produce a lot of products to us including foods, vegetables and fruits for supplies all over the world as not only is Thailand richly natural resources; the farmer is also represent the same meaning for Thai people.

In the light of the value and character of the bee and farmer it as the creators to make our better life. The result is interesting in outcome as it is the connection of everything which means the bees and the trees belong together. On the other hand, the Thai farmers and Thailand also belong together.

Therefore, it is clear evidence that the bee as a Thai person. the Thai bee, who is holistic knowledge and learning, is a creator. The creator is to make things enhance in better way in order to connect between one to another things together. This is all about the rationale behind the academy.





# HOLISTIC BRAND & BUSINESS ACADEMY

WHO ARE YOU?

We are like a bee, also act like a bee.  
We are creators!



HOLISTIC BRAND & BUSINESS ACADEMY is a  
an educational business. It is a  
creative academy where is to integrate  
business and design education.

# PRODUCT

HOW WILL HOLISTIC BRAND & BUSINESS ACADEMY DO?

The creative academy is offering through educational programs -

**A WORKSHOP:** Design for non-designers  
Managerial skills for designers

**A SHORT COURSE:** Design courses  
WITH TOOLKIT Management courses

**PODCAST:** Inspiration and Workshop experience

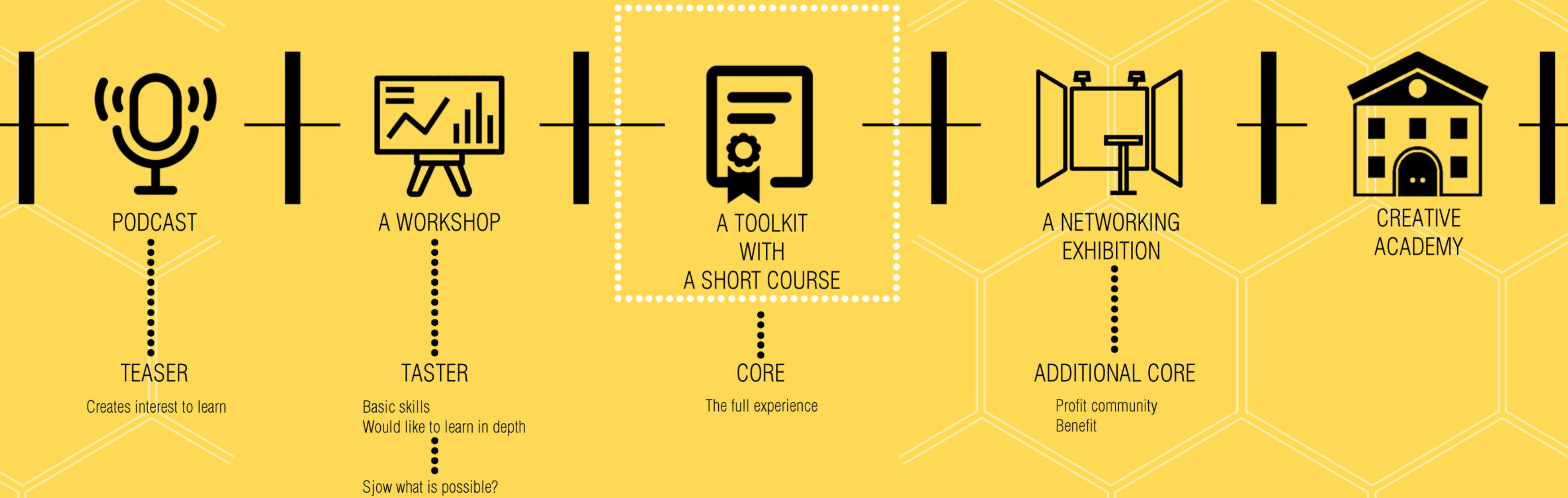
**A NETWORKING EXHIBITION:** Connects people related to our creative industry. Exhibit and display their product and businesses to promote to the others.





# INTERACTION DIAGRAM

HOW WILL HOLISTIC BRAND & BUSINESS ACADEMY DO?





## EDUCATE

We do what we love. We are the bees as creators, doers and makers. Therefore, Education is the key of learning of our love and passion. We are not perfect, but we are always Sincere.

## HOLISTIC

As for creators, doers and makers. We give knowledge, try and challenge new things and we are not afraid to fail.

# VALUE

WHAT MAKES YOU UNIQUE?

## ENHANCEMENT

We strive to give knowledge in the best way in order to enhance people's life, careers and businesses.

## NETWORKING

We are in this together and we always connect for one another as we have high empathy. We know we can not do any of this alone.



# MISSION

## WHAT ARE WE DOING?

**WE ARE THE BEES AS THE CREATORS** who are to do the business which is to combine between the different things each other in order to be a centre of knowledge.

We believe in "**LEARNING IS A LIFELONG JOURNEY**" as the bee's journey - the bee forages foods in many different and new places all the time so as to create a honey. On the other hand, we are doing the educational business to give knowledge in order to upskill to the people in better way. Therefore, learning is the key of development to enrich your better life without time; however, it is the way of your experience during learning.

We believe in "**LEARNING IS BY DOING**" as the bee's work - pollination and forage are the significant parts of bee's work. It is all about doing by itself. Either pollination or farage is the way of learning for the bee. On the other hand, we would like to give knowledge with doing through our educational programs in order to create you as a good learners.

## HOLISTIC BRAND & BUSINESS ACADEMY

is an educational business. It is a creative academy where integrates business and design education with holistic learning to educate Thai business people in order to strengthen Thailand's economy and culture. Moreover, we strive to make a networking for Thai small and local enterprises.



# VISION

WHY ARE WE DOING?

The aims of HOLISTIC BRAND & BUSINESS ACADEMY is to

**1E** Educate the Thai people from Thailand's Small and local businesses in design or managerial skills in order to enhance in better businesses in Thailand,

**2E** Educate for sustainability and circular Thailand's economy,

**3E** Educate aesthetic for enhancement your products in order to be a differentiation of your brand to the business and other people.

# COMMUNITY

WHO ARE OUR CUSTOMERS?

99.70%

THAILAND'S  
SMEs  
BUSINESS

99.53%

SMALL-SIZED BUSINESS

0.47%

MEDIUM-SIZED BUSINESS

# SMALL-SIZED BUSINESS

OTOP



3.21%

(One Tambon One Product) are by 3.21% or 87,468 companies.

LOCAL

&

SMALL

ENTERPRISES



96.79%

Local & Small enterprises are by 96.79% or 2,636,464 companies in Thailand.



# COMMUNITY

WHAT DOES OTOP STAND FOR?

OTOP



ONE TAMBON (means one sub-district) ONE PRODUCT.  
It is a local entrepreneurship stimulus program  
- it aims to support the unique locally made and  
marketed products of each Thai Tambon all over  
Thailand.

Village-made local products.

The local products are represented  
by a local wisdom and Thainess.

A number of product groups

**FOOD ITEMS & BEVERAGES**

**TEXTILES**

**CLOTHING**

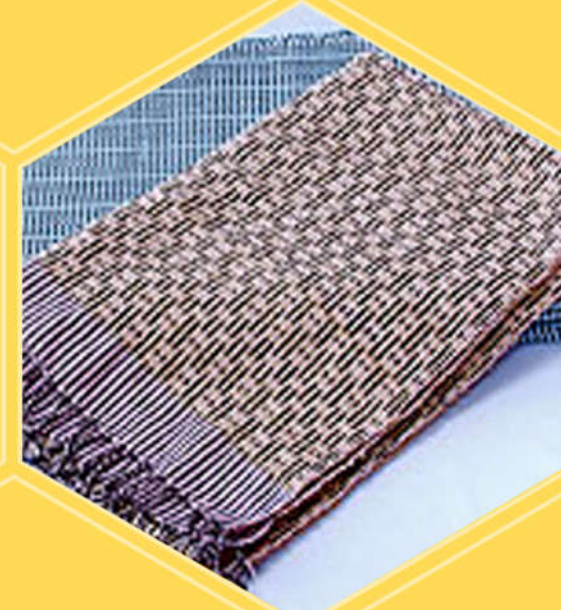
**WOVEN HANDICRAFTS**

**ARTISING ITEMS**

**GIFTS**

**HOUSEHOLD**

**DECORATIVE ITEMS**





# COMMUNITY

ISSUE ADDRESSED

LOCAL  
&  
SMALL  
SIZED  
BUSINESS



OTOP



VILLAGE-MADE PRODUCTS

FAMILY BUSINESS

LACK OF BUSINESS  
MODEL & MANAGEMENT





Educate Thai local businesses

Connect people related

## FUNCTION

**WHAT:** the only chain of educational business.

**HOW:** That build community around education.

**WHO:** for Thai local businesses.

**WHERE:** in Thailand.

**WHY:** who want to learn more about business and design and connect people related.

**WHEN:** in an era of enhancement in better businesses.

## DIFFERENT

# ESSENCE

## PERSONALITY

SINCERITY  
EXCITEMENT  
COMPETENCE

Creative    Unique

Sincere    Reliable

## SOURCE

We would like to help Thai local business people to upskill and strengthen Thailand's economy and culture in order to expand into international market.





CREATING



HOLISTIC



CONNECTING





**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**



# **VISUAL IDENTITY**



# LOGO

## THE BRAND

The logo is to represent in the highest level and is critical to the brand. It acts as a signature for identity and is a very valuable asset.

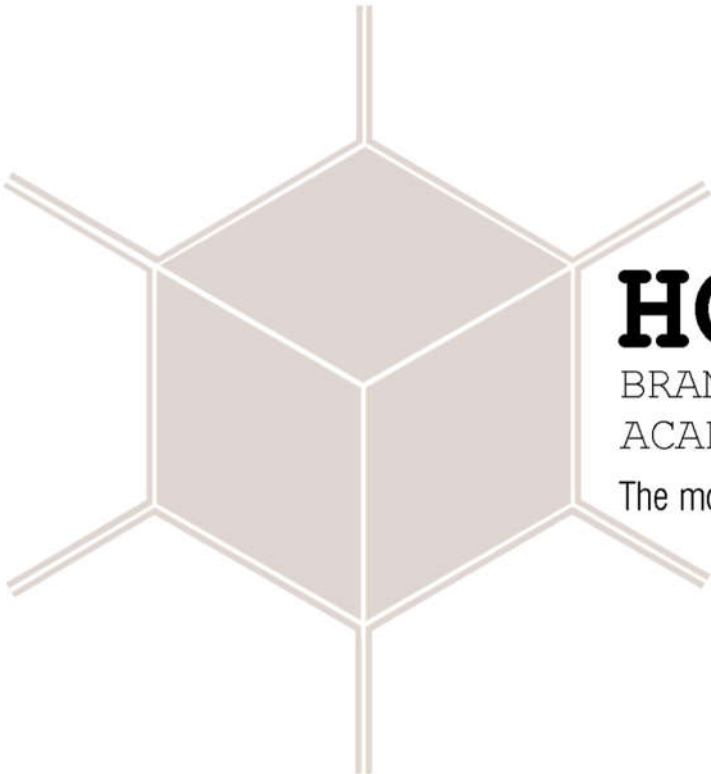


**HOLISTIC**

BRAND & BUSINESS  
ACADEMY

The more you learn, the more you connect.

PRIMARY LOGO



**HOLISTIC**

BRAND & BUSINESS  
ACADEMY

The more you learn, the more you connect.

SECONDARY LOGO



# LOGO DO'S & DON'TS

APPROPRIATE USAGE OF THE LOGO

To ensure that the logo is used appropriately. Please follow the given points below:

## 1 GIVE IT SPACE

Always give the logo enough whitespace. It likes to have space to breath and a non crowded envirointment. Do not add a frame around the logo.

## 2 BACKGROUND

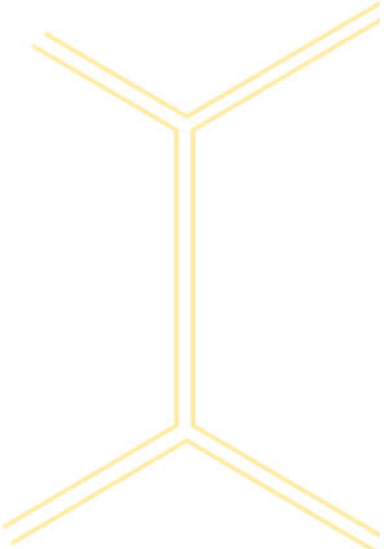
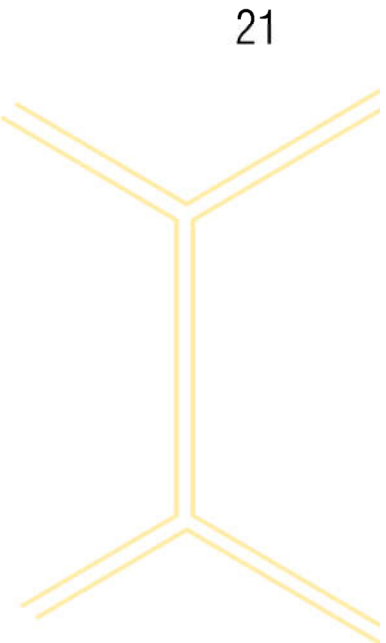
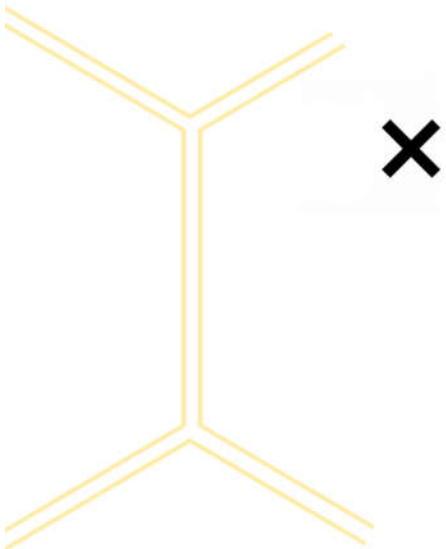
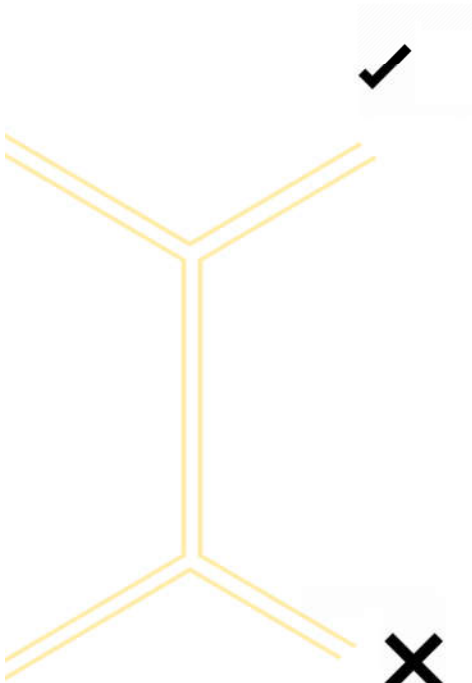
Use only white background.

## 3 NO ROTATION

Do not change orientation of the logo.

## 4 KEEP IT SIMPLE

Do not add any ornaments or add-ons to the logo. No shadow, embossing, patterns or gloss.





# STRAPLINE

APPROPRIATE USAGE OF THE STRAPLINE

**"The more you learn, the more you connect."**

This is our strapline, it is a clear explanation of the Holistic Brand & business Academy offering.

Wherever possible, the Holistic Brand & Business Academy should appear with the strapline.

The logo has been only set one format. This is the correct format.

The strapline is set in our alternative typoface.  
Swis721 LtCn BT - Light.

Never recreate this strapline in another font and format.



# TYPOGRAPHY

APPRORiate USAGE OF THE TYPEFACE

COURIER NEW  
-  
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678910

COURIER NEW  
-  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678910

Courier new is our typeface for all the print and digital fonts.

As for Courier new - bold, it is for **HEADING**.

As for Courier new - regular, it is for **BODY TEXT**.

ALTERNATIVE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678910

Swis721 LtCn BT  
-  
LIGHT

Swis721 LtCn BT is our alternative typeface for all the print and digital fonts.

As for Swis721 LtCn BT - light, it is for **SUB-HEADING**.

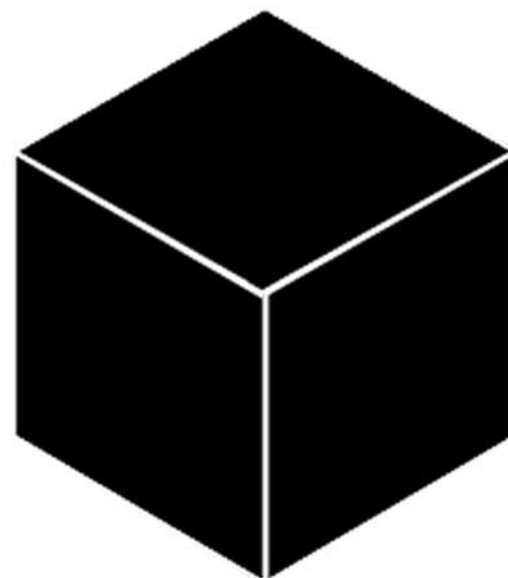
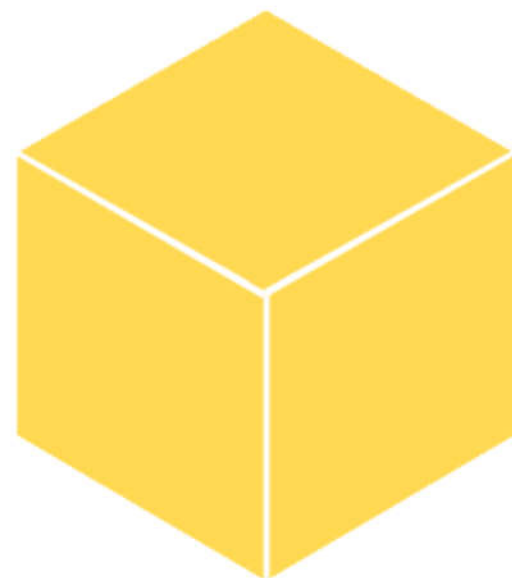


# BRAND COLOUR

THE COLOURS DEFINE THE BRAND.

The brand colour is to give us personality . As for Holistic brand & business academy's conceptual approach and purpose, we are like a bee which is a creator, doer and maker, we is to do a business of the creative academy.

Colour is one of the most recognisable aspect of brand identity. Using colours appropriately makes it easy to reflect the brand image and visual story.



The result is fascinating in outcome from the ideas as due to the colour psychology and meaning '**YELLOW**' is the primary colour of the brand colour.

The yellow is joyous and radiant colour. Its inspiration and vitality. Psychologically, yellow signifies communication, enlightenment and spirituality. If your treasured colour is yellow, you look forward to the future.

Moreover, it is represented by energy, intelligence, optimism, confidence, friendliness and creativity.

This is a reason that is why the yellow is the primary colour to our brand colour.

# YELLOW

#ffd954

R: 255

G: 217

B: 84

C: 1

Y: 17

M: 76

K: 0



# BLACK

#000000

R: 0

G: 0

B: 0

C: 63

Y: 52

M: 51

K: 100

# WHITE

#ffffff

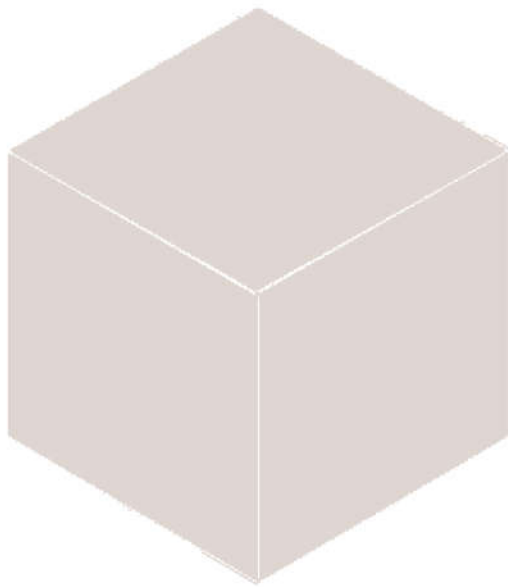
R: 255	C: 0
G: 255	Y: 0
B: 255	M: 0
	K: 0



# BRAND COLOUR

THE COLOURS DEFINE THE BRAND.

For additional colour palette, it is to define another personality in order to be a completion for the brand identity and image of Holistic brand & business academy because not only do we focus on creativity, we also create sense of wisdom and dignity.



The result is fascinating in outcome from the ideas as due to the colour psychology and meaning '**GREY**' is the secondary colour of the brand colour.

The gray is represented by a careful, articulate individual who is focused and dedicated to your commitments.

Psychologically, it is represented by wisdom, intelligence, futuristic, and dignity.

This is a reason that is why the gray is the secondary colour to our brand colour.

# GREY

#dfd6d1

R: 255

G: 217

B: 84

C: 15

Y: 15

M: 15

K: 0



## BUSINESS CARD



CHATKANOK CHINDAPAGORN

Founder and Instructor

🏠 659/45 Soi 5  
Anamaingamcharoen Rd.  
Thakham Bangkhuntien  
Bangkok 10150, Thailand

✉️ H2B\_Academy@gmail.com

📘 Holisticbrandandbusinessacademy

📷 Holisticbrandandbusinessacademy

🌐 WWW.Holisticbrandandbusinessacademy.com

## REGISTERED FORMS FOR A WORKSHOP & COURSE



### REGISTERED FORM FOR WORKSHOP

Name:	Surname:
Address:	
Mobile No.:	Email:

Who are you? ☐ Designer ☐ Non-Designer

Do you have an active business?

☐ Yes ☐ No

Which skills  
are you  
considering?

For Designer  
☐ Branding ☐ Cost, Budget  
& Investment ☐ E-commerce ☐ Online  
service

☐ Marketing &  
Advertisement ☐ PR &  
Promotion ☐ Distribution ☐ R&D  
Development

For Non-Designer

☐ Branding ☐ Research &  
Analysis ☐ Design  
Thinking ☐ Sustainable  
Design

☐ Graphic  
Design ☐ Product  
Design ☐ Packaging  
Design ☐ Interior  
Design

What do you  
want to study  
this course?

☐  
☐  
☐  
☐

☐  
☐  
☐  
☐

Any  
recommendation?

☐  
☐  
☐

☐  
☐  
☐

Holistic Brand Academy

Address: 659245 Soi 5 Anamaingamcharoen Rd. Thakham Bangkhuntien 10150, Bangkok, Thailand  
Tel: 02-405-8374 Email: HB\_Academy@gmail.com



### REGISTERED FORM FOR COURSE

Name:	Surname:
Address:	
Mobile No.:	Email:

Who are you? ☐ Designer ☐ Non-Designer

Do you have an active business?

☐ Yes ☐ No

Which skills  
are you  
considering?

For Designer  
☐ Branding ☐ Cost, Budget  
& Investment ☐ E-commerce ☐ Online  
service

☐ Marketing &  
Advertisement ☐ PR &  
Promotion ☐ Distribution ☐ R&D  
Development

For Non-Designer

☐ Branding ☐ Research &  
Analysis ☐ Design  
Thinking ☐ Sustainable  
Design

☐ Graphic  
Design ☐ Product  
Design ☐ Packaging  
Design ☐ Interior  
Design

What do you  
want to study  
this course?

☐  
☐  
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☐

Any  
recommendation?

☐  
☐  
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☐

Holistic Brand Academy

Address: 659245 Soi 5 Anamaingamcharoen Rd. Thakham Bangkhuntien 10150, Bangkok, Thailand  
Tel: 02-405-8374 Email: HB\_Academy@gmail.com



## GADGETS





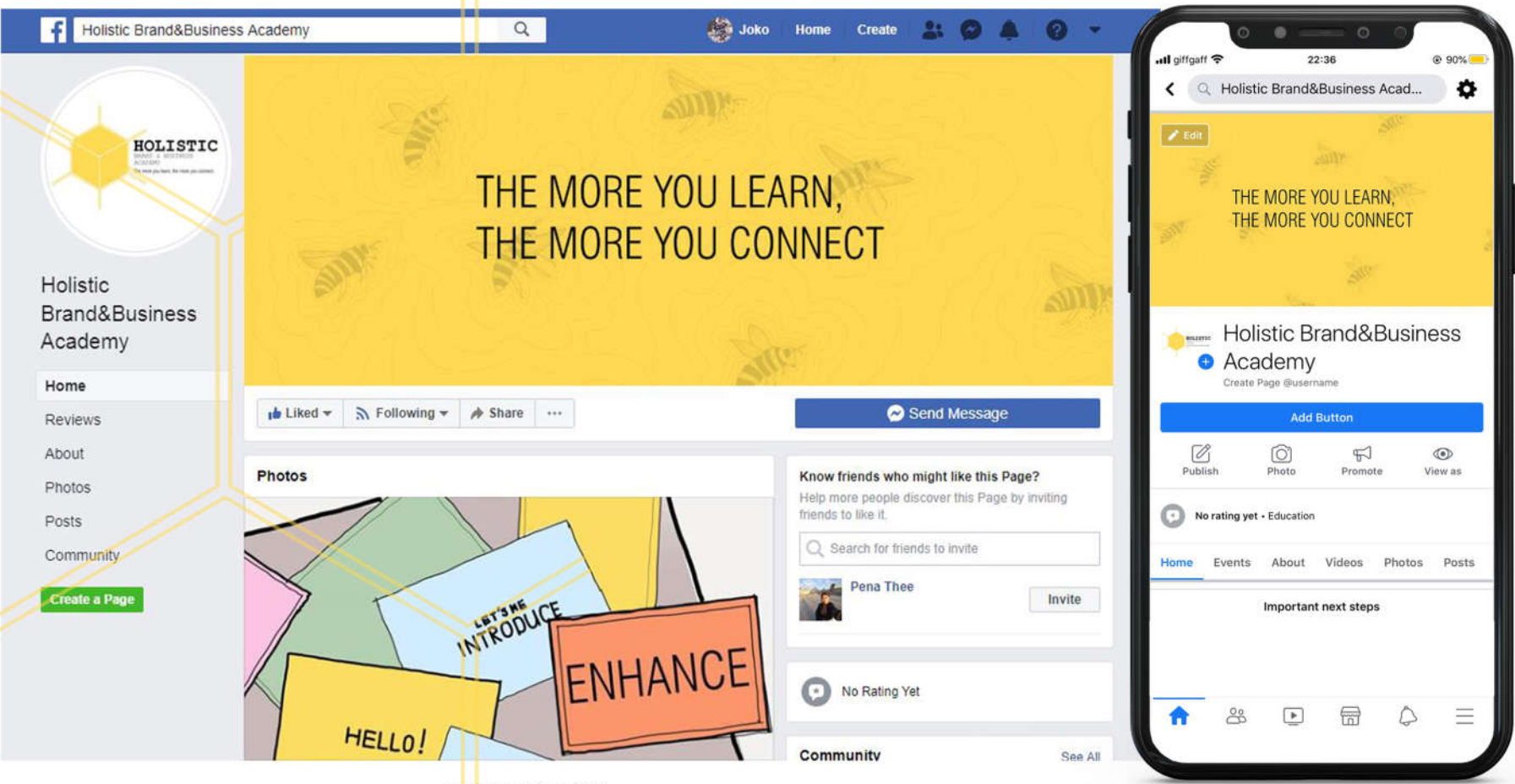
**WE ARE  
THE BEES,  
ACT LIKE  
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& WE ARE  
CREATORS.**



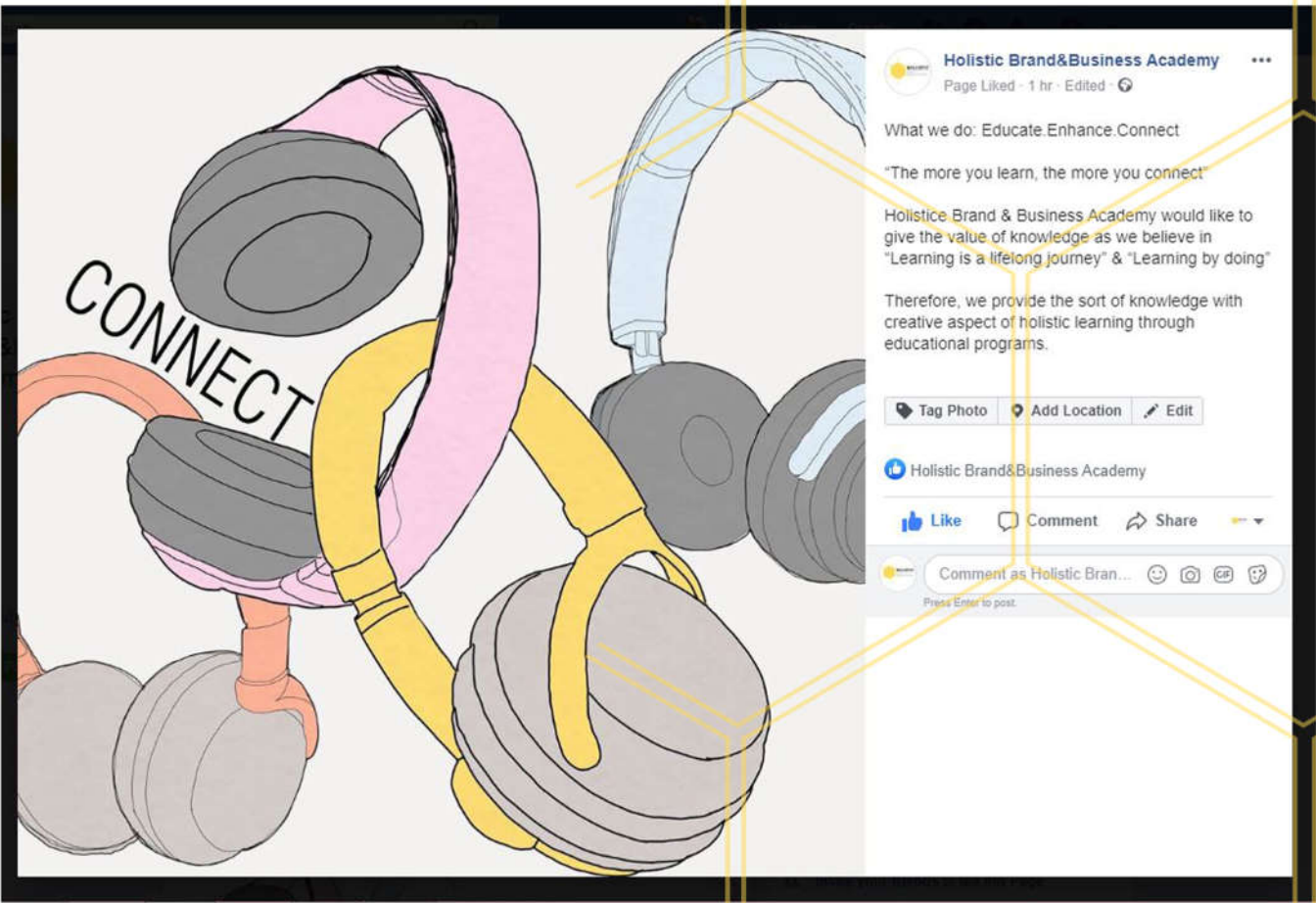
# **ONLINE CHANNELS**





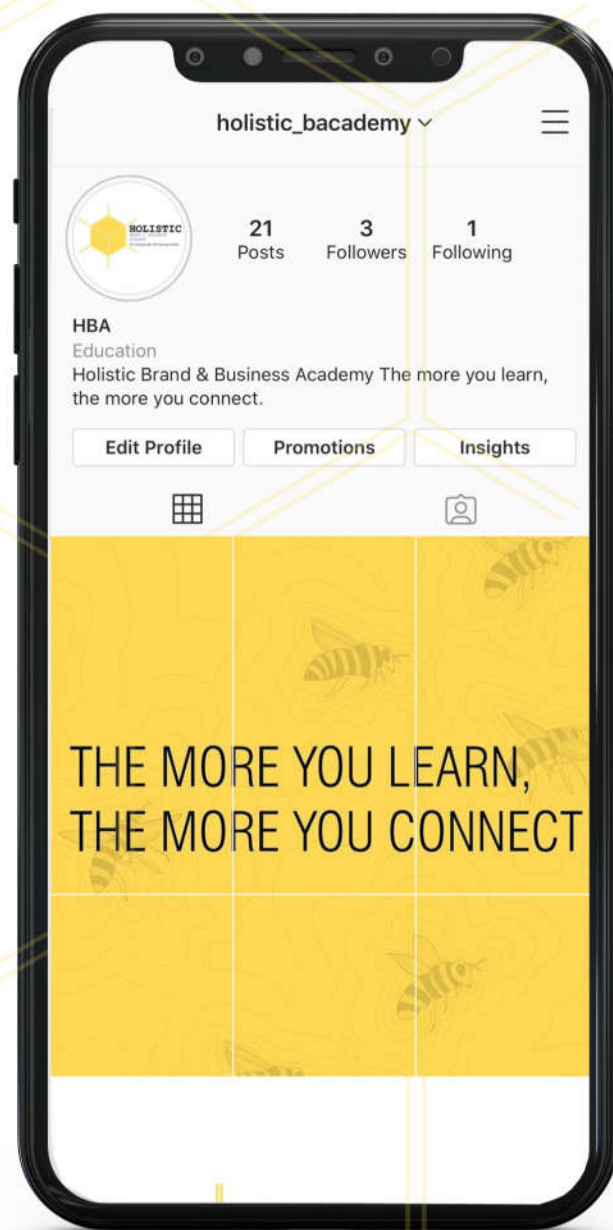


FACEBOOK:  
Holistic Brand&Business Academy



MESSAGE AND CONTECNT FACEBOOK





INSTAGRAM:  
Holistic\_bacademy



WHAT THEY LEARN  
A image is to tell the story of a way of teaching & learning with promotion the educational programs.

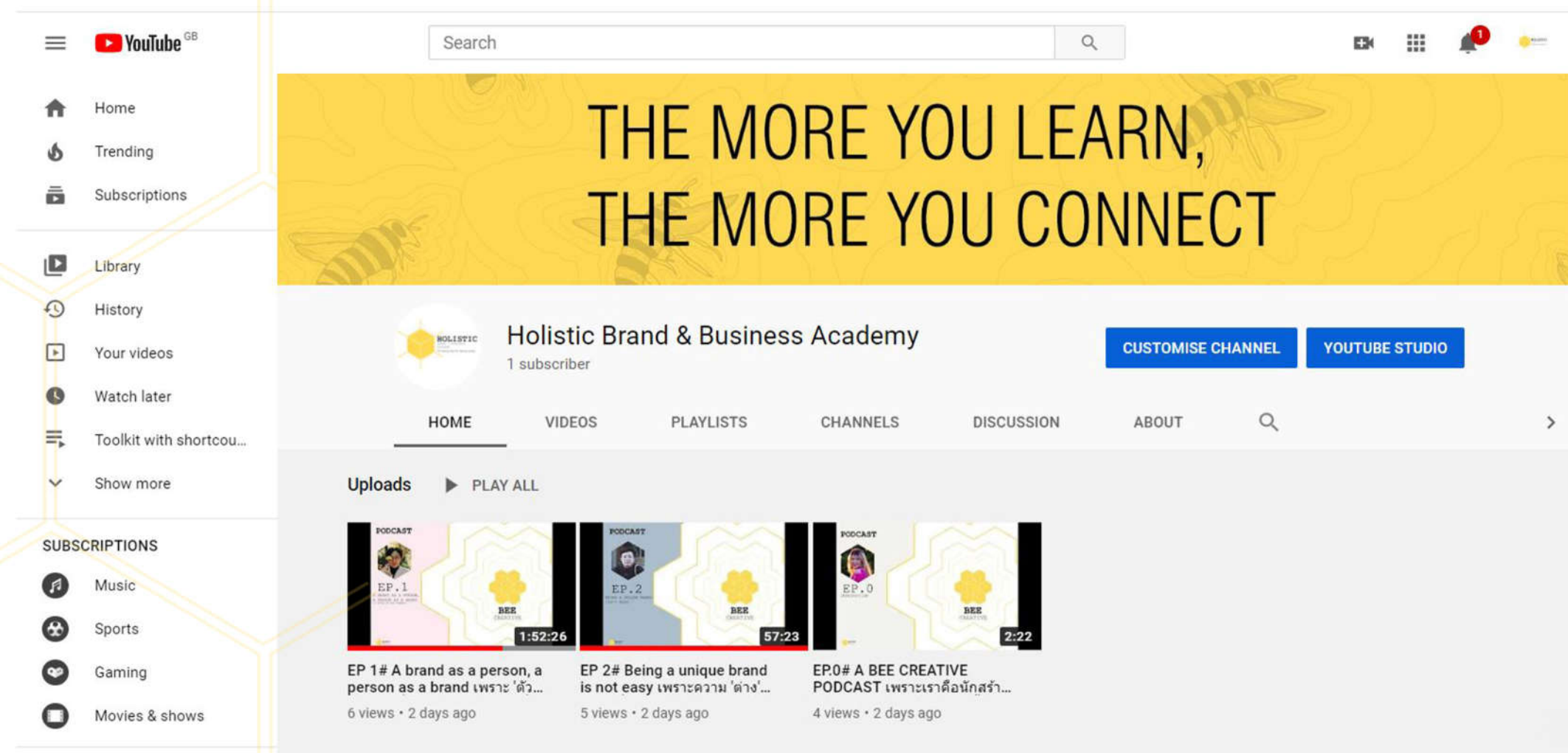


WHAT THEY DO  
A image is to display outcome of students' works with a good design and image in order to promote brands and products of their businesses.

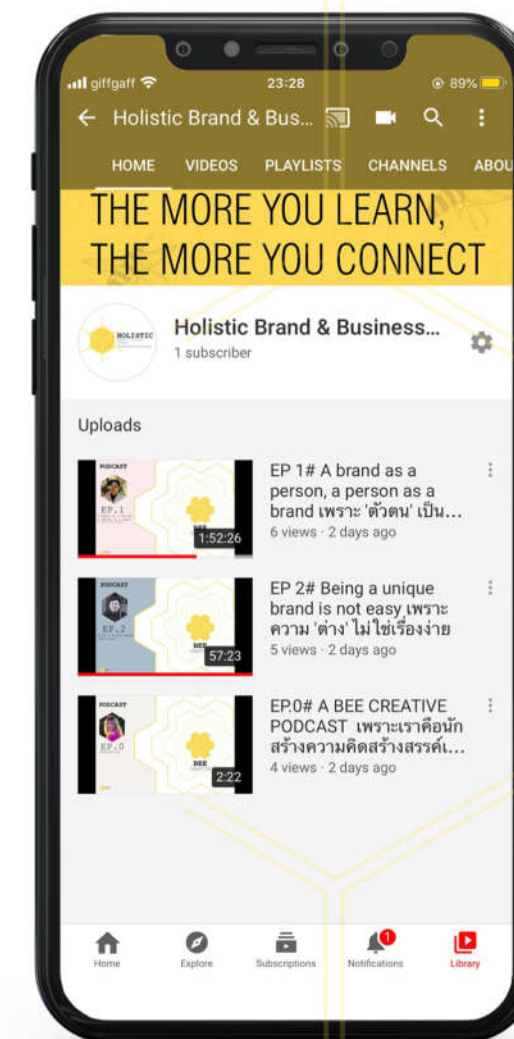


WHAT THEY INSPRIE  
A image is to display an inspired quote in order to influence what the famous peoples' thought of brand and business all over the world.





YOUTUBE:  
Holistic Brand&Business Academy





**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**



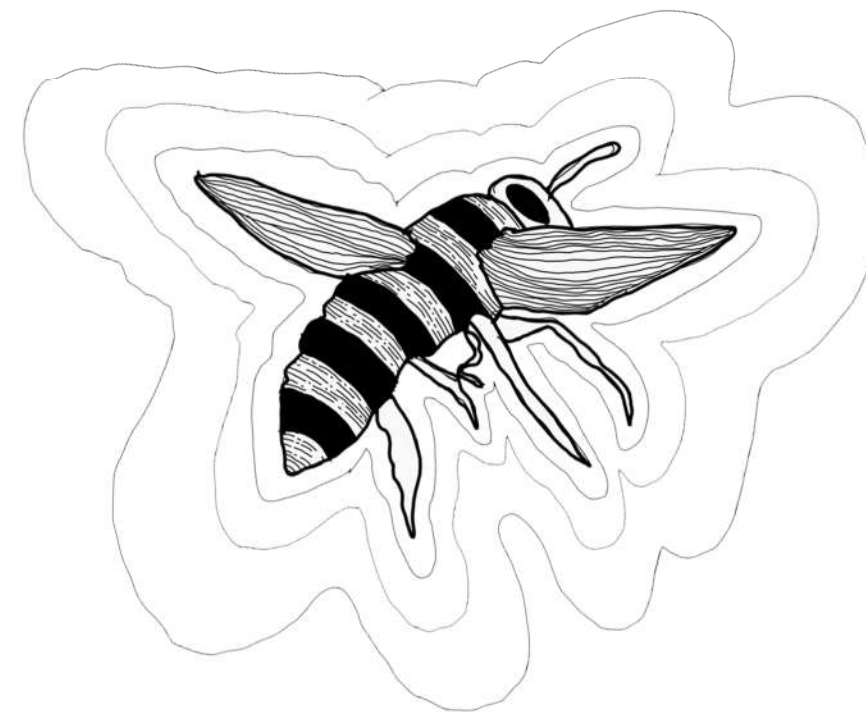
# **EDUCATIONAL PROGRAMME**





# INTRODUCTION

A BRANDING TOOLKIT



Holistic brand & business academy plays a vital role in educating Thai local and small business people in design and managerial skills in order to enhance in better businesses in Thailand.

This toolkit that is part of the Holistic brand & business academy is an educational tool to easily understand of doing a branding topic for learners.





# WHAT IS A TOOLKIT FOR?

## A BRANDING TOOLKIT

The branding toolkit that is a design game with set of keyword cards is a key aspect of simplicity through 5W1H questions in order to build a branding.

This toolkit is part of a branding short course which is the core product of Holistic brand & business academy.

**"SIMPLICITY"**

Happy and enjoy gaming!



The toolkit is to help the Thai OTOP & small business people decode problems and ideas in simple way with creative aspect of it, in order to enhance the branding of their businesses. It has been a great tool for communication and ideation.

We believe that it can be useful to anyone looking to develop their branding and hope you have many productive and fun session with this toolkit.





# WHY 5W1H QUESTION

A BRANDING TOOLKIT

*You must understand yourself what you are doing, what your target group is and what your business are in through 5W1H questions: What, Why, Where, When, How clearly before doing a business because it is very helpful to do a brand for small and medium-sized*

Inspired by Chanokmont Ruksakiati' texts on:  
<https://web.tcdc.or.th/th/Articles/Detail/Branding>

# WHY IS A TOOLKIT RELEVANT?

The overview of Thailand's enterprise includes small-medium sized enterprises by 2,744,979 companies. There are two categories of the businesses as follows: small -sized enterprises are by 99.7% or 2,736,744 companies which are the biggest and significant part of the business in Thailand and medium-sized enterprises are by 0.30% or 8,325 companies.

**Small and medium-sized enterprises (SMEs) play an important role in Thailand's economic development.**

Significantly, Thailand's SMEs business plays an important role in Thailand's economic development. SMEs business makes revenue by 39.60% of GDP or 5,212,004 million Thai baht. As for SMEs business, small-sized businesses are by 99.53% or 2,723,932 companies and medium-sized businesses are only by 0.47% or 12,812 companies.

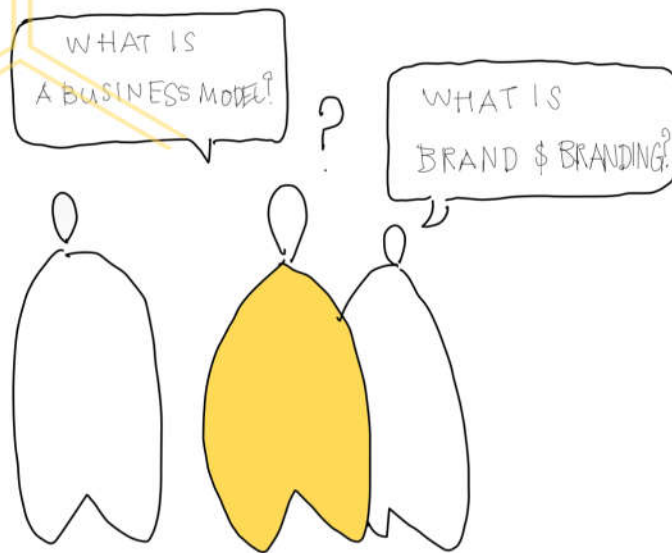
Therefore, as we can see from the data, SMEs businesses are the vast amount of Thai companies; however, it is the big group to lack business model and plan especially branding in order to sustain to their business. There are two classifies as follows:

1. OTOP (One Tubbon One Product) are by 3.21% or 87,468 companies.
2. Small enterprises are by 96.79% or 2,636,464 companies.



## WHY IS A TOOLKIT RELEVANT?

Thai government would like to promote SMEs businesses in order to expand businesses globally for export promotion.



On the other hand, a lot of Thai SMEs businesses are operating the business types as "Family-owned business enterprises"- it lacks business model and mangement.

Moreover, OTOP group is the people who are villagers - they would make products either for their own use or to be exchanged, bartered or sold to neighbours. The huge problem is the lack of business model, management,

design even branding. It does not makes them understand in order to grow the business sustainably. They only focus on products; however, they do not provide services to their businesses.

Besides, the business people focus on products instead of a branding, misunderstand a brand, branding or brand identity design as a result of that.

This toolkit is inspired by all this sort of things that a characteristic of Thai SMEs business people- they are the target group. Therefore, This is the influence they use the toolkit.

*OTOP stands for One Tambon (meaning sub-district) One product. It is a local entrepreneurship stimulus program which aims to support the unique locally made and marketed products of each Thai tambon all over Thailand.*

*OTOP products cover a large array of local products, including handicrafts, cotton and silk garments, pottery, fashion accessories, household items and foods.*



# WHY IS A TOOLKIT AS A BOARD GAME?

A BRANDING TOOLKIT

***Game is a one of the important activity to effectively practice skills of learners.***

***The learners have opportunities to think in order to resolve the problems with reasons and the use of game is the part of learning and teaching method.***

***The result is fascinating in outcome as the learners can learn with fun through the game.***

Inspired by Yaowapha Dethakup' texts on:  
<https://www.educathai.com/events/2019/44>

As we believe in learning by doing from our mission, learning by doing is the way of active learning. For the education problem in Thailand, we are not concerned about creative and critical thinking; however, we only focus on rote learning of the pedagogy. This is a starting point of the toolkit as we are looking for the creative way to educate people.

Not only is the use of game the way of enjoyment and fun, it is also the game of learning. Significantly, the learners learn by doing. Therefore, it is the way of learning to make the learners feel involved in theory and principle of study. It makes them remember and more understand the knowledge since the game is a learning tool and is the way of learning by doing. This is the significant making the learning game as a result of the use of the game for learning.

Board game is a one of interesting options to be the part of teaching and learning method since the board game is the tool to upskill learners, easy to use and approach of learning and development. Especially, the usage of the board game for education makes learners spark the ideas and thought in many different ways. Also, it reflect the creative way of designer's toolkit.



# WHY IS A TOOLKIT AS A BOARD GAME?

## A BRANDING TOOLKIT

On the other hand, board game and card game are facilitators to observe the learners and develop the development of the learners since it makes them interact one to another person.

As a result, it is the good way of evaluation and communication related to theory. Therefore, this is the reason that's why the board game is the core product of Holistic Brand & business Academy since the game is the educational tool to help Thai business people in simple way with creative aspect of our objectives and makes people easy understanding theory as learning by doing.

*As I am a tutor, I always use the game to be part of teaching and learning method. I think the game is the best tool to teach childrens and adults.*

*My learners have many problems behind, it makes them tough for study; however, the use of the game is the good way of teaching to develop collaborative skill with fun.*

Inspired by 'Martin Wallace' who is the board game designer texts on:  
<https://rollyourdice.co/2017/11/learning-via-boardgame-article/>

LET'S ME  
INTRODUCE



# A CONCEPTUAL APPROACH

A BRANDING TOOLKIT



# WHO CAN USE A TOOLKIT?

A BRANDING TOOLKIT

*Are you looking for creating a branding to your business?*

OR

*Are you looking for developing your branding in better business?*

***Then  
this  
toolkit  
is  
for you!***

We firmly believe in co-creation, diversity and shared understanding.

The game should be played with all relevant business people who have never deal with the whole branding and brand topic with creative aspect of it in simple way and understanding.



*YOU CAN USE A BRANDING TOOLKIT TO ENHANCE YOUR OWN BRANDING, BRAND OF YOUR BUSINESS, CLARIFY YOUR THOUGHTS AND PROBLEMS IN SIMPLE WAY THROUGH SIMPLE QUESTIONS.*

*WHETHER YOU WOULD LIKE TO DEFINE THE PURPOSE OF YOUR BRANDING IN A HOLISTIC VIEW, ENHANCE THE IMPACT YOU MAKE, YOU WILL FIND VALUABLE RESOURCES IN THIS TOOLKIT.*



# WHEN USES FOR THE KIT?

## A BRANDING TOOLKIT

The branding kit was developed at the academy and born out of our own need. We needed better facilitation tools for helping our learners to improve their processes.

**As for what a toolkit is for, the kit is part of a branding short course of Holistic brand & business Academy.**

Therefore, we put together our knowledge on facilitation, co-creation and how the human brain works to create a toolkit that could create meaningful conversation and make the branding course effective yet fun.

***The branding toolkit can be used for several purposes:***

- Making a current state analysis through easy questions, before improving and developing your branding process.
- Communicating complex processes in simple way to your team and other stakeholders.
- Auditing your product building process.
- After mapping your process, we also provide questions and prompts that you can use to discuss your process.

# WHAT IS IT IN A TOOLKIT?

A BRANDING TOOLKIT



The branding toolkit provides a holistic approach with creative aspect of it for enhancement of your brand forward.

The tools are organised in two sections:

## 1. THE 5W1H QUESTIONS

Helping you decode a clear thinking for your branding of your business through '5W1H questions' that reflects problems and ideas in simple ways.

The result makes you understand a way of improvement and development before lecture a branding short course.

## 2. THE BUILDING A BRAND

Helping you design a brand of your business through simply questions that builds a branding step-by-step in order to get articulate evidence for your branding after taking a branding short course.



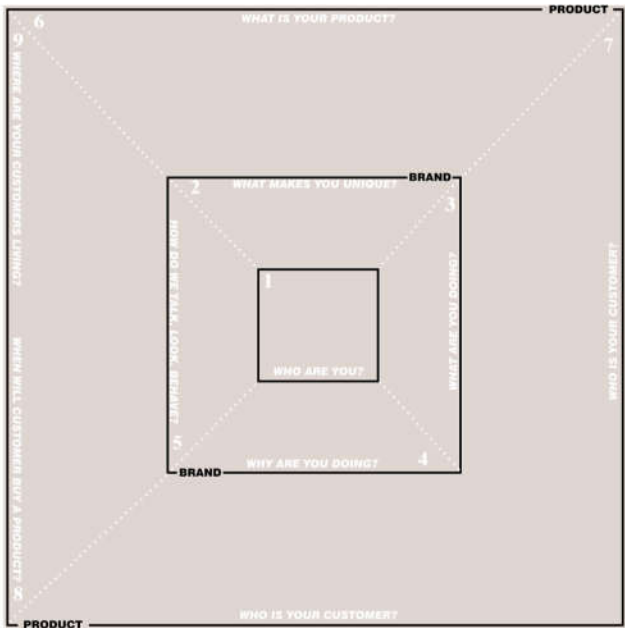
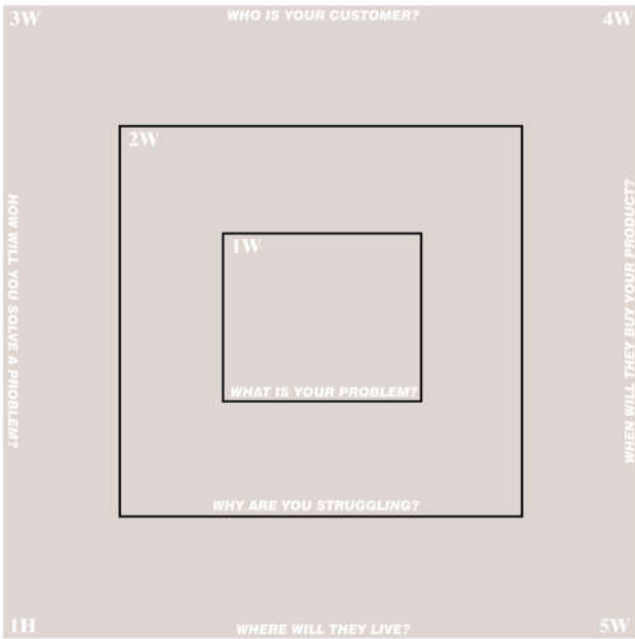
# WHAT IS IT IN A TOOLKIT?

## A BRANDING TOOLKIT

The toolkit includes two-sided a game canves:  
one is the canvas of the '5W1H questions',  
the other one is the canvas of the building a brand.

There are 9 sets of card games as follows:

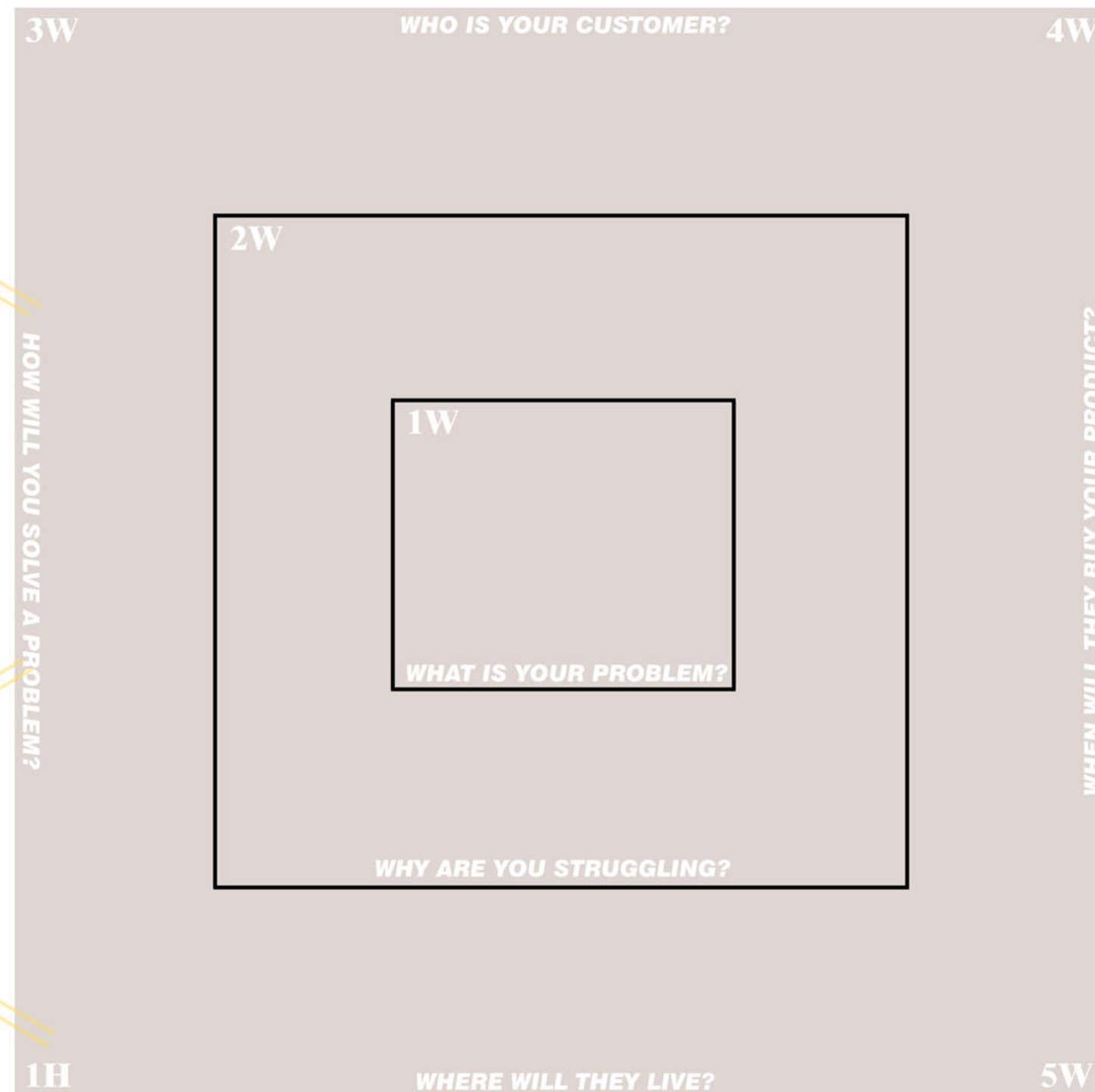
- WHAT-PROBLEM: 5 cards
- WHY-STATEMENT: 17 cards
- WHO-PEOPLE: 40 cards
- HOW-PROBLEM SOLVER: 5 cards
- WHEN-TIME: 6 cards
- WHERE-PLACE: 3 cards
- WHAT-UNIQUE: 28 cards
- HOW-TALK.LOOK.BEHAVE: 5 cards



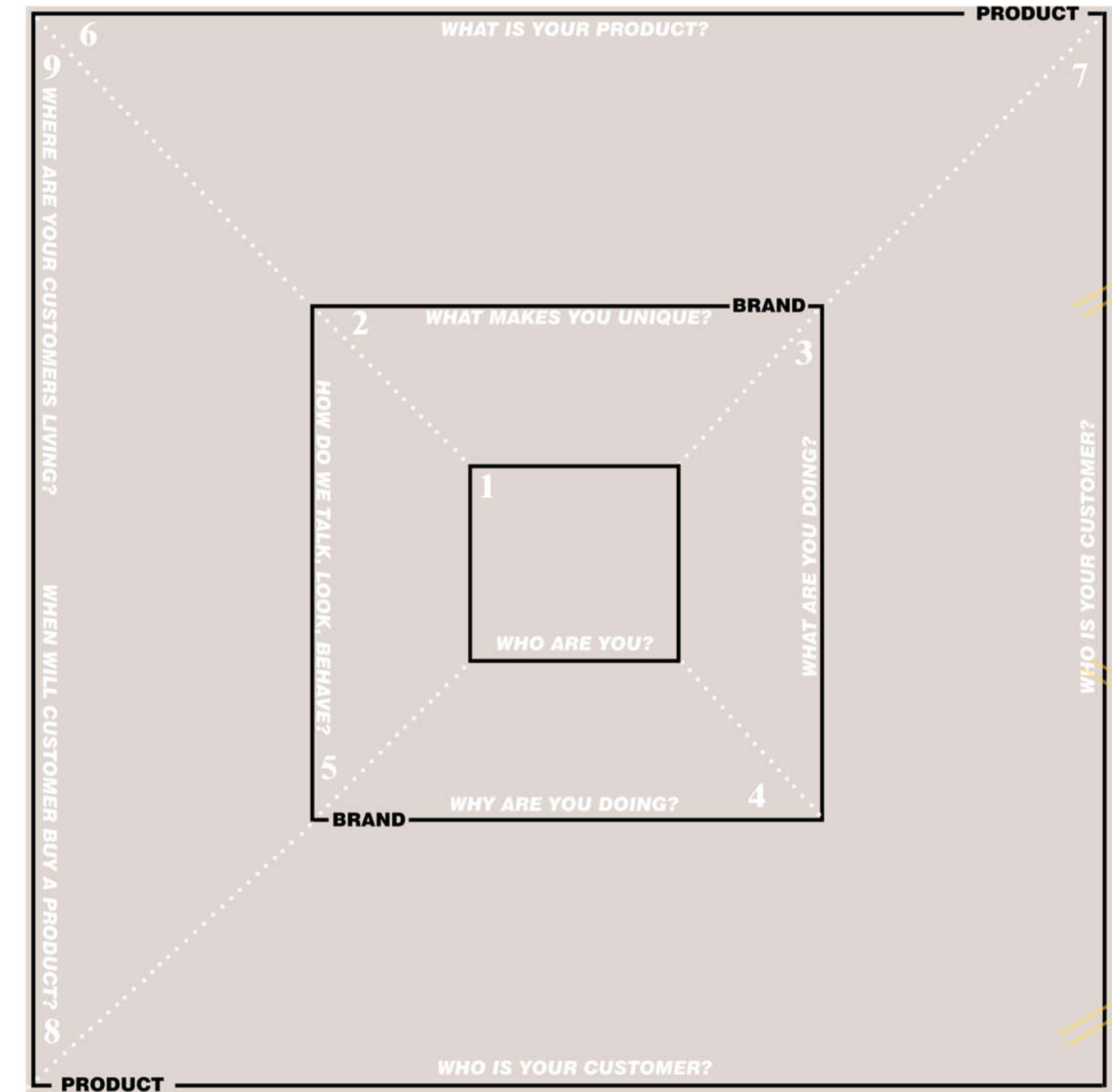
# WHAT IS IT IN A TOOLKIT?

47

A GAME CANVAS



**FRONT:** The game canvas of the '5W1H questions'



**BACK:** The canvas of the building a brand



# WHAT IS IT IN A TOOLKIT?

## WHAT-PROBLEM CARDS

As for WHAT question card, the card is to help you question what you are lacking any skills in order to improve and see what your problem is.

The set of cards provide five categories of problems as follows:

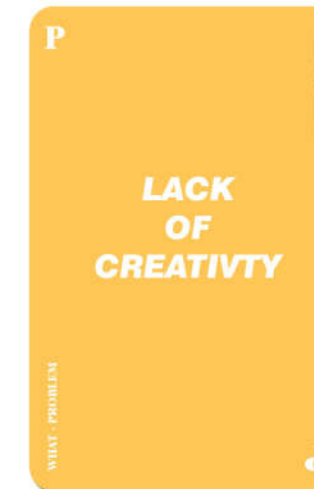
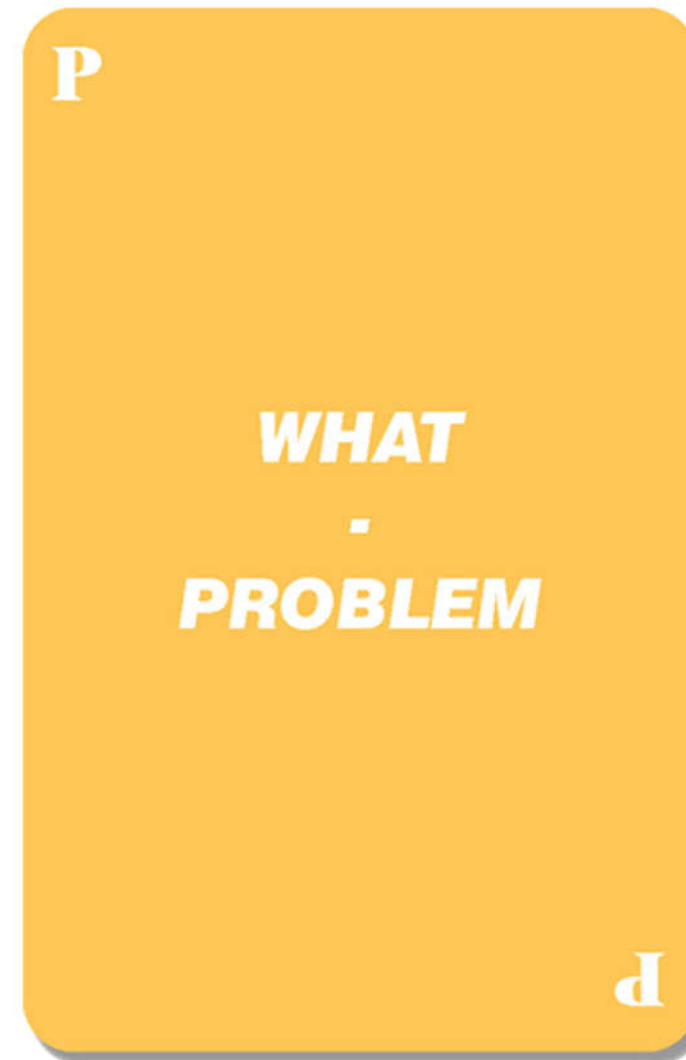
**LACK OF CREATIVITY**

**LACK OF DIFFERENTIATION**

**LACK OF BRAND**

**LACK OF BRANDING**

**LACK OF DESIGN**



# WHAT IS IT IN A TOOLKIT?

## WHY-STATEMENT

As for WHY question card, the card, which relates to the WHAT question selected, is to help you ask the following question-why?

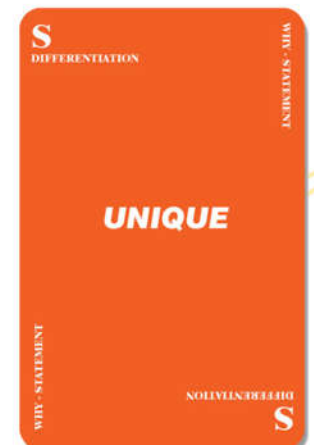
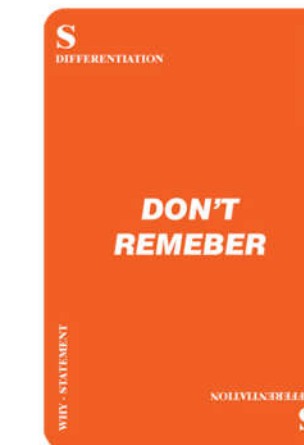
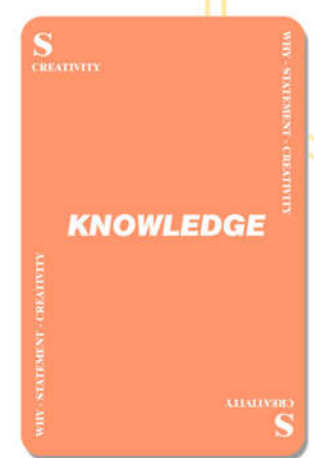
It decode what you are lacking in the more depth of problems to you and your brand.

The set of cards divide five categories by WHAT questions.

Each of the categories provides the clue cards to decode your problem in order to understand **what you are lacking** or **what your business is lacking**.



Lack of creativity



Lack of differentiation



# WHAT IS IT IN A TOOLKIT?

## WHY-STATEMENT

As for WHY question card, the card, which relates to the WHAT question selected, is to help you ask the following question-why?

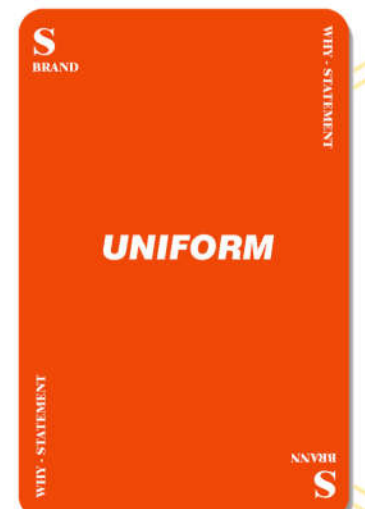
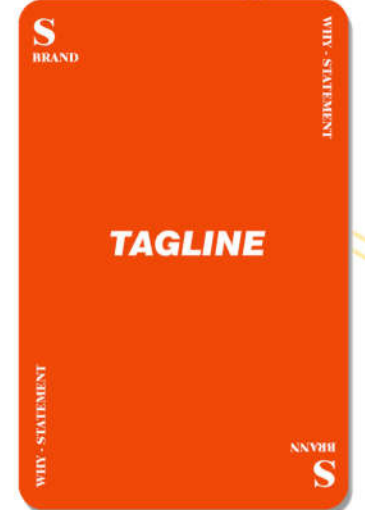
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Lack of brand



# WHAT IS IT IN A TOOLKIT?

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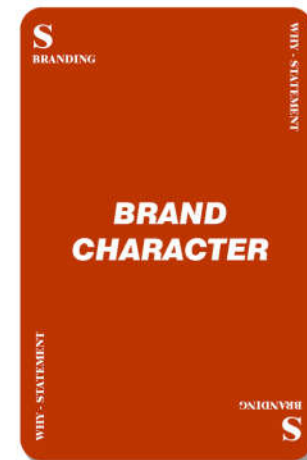
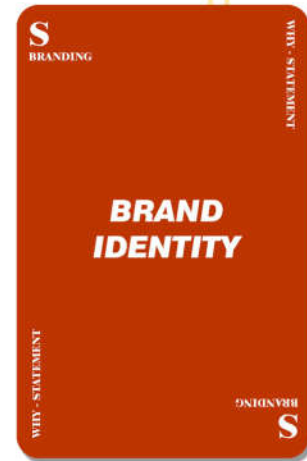
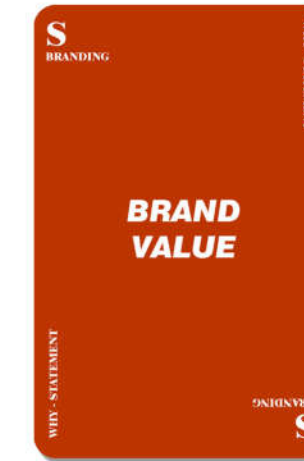
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Lack of branding





# WHAT IS IT IN A TOOLKIT?

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As for WHY question card, the card, which relates to the WHAT question selected ,is to help you ask the following question-why?

It decode what you are lacking in the more depth of problems to you and your brand.

The set of cards devide five categories by WHAT questions.

Each of the categories provides the clue cards to decode your problem in order to understand **what you are lacking** or **what your business is lacking**.



Lack of design



# WHAT IS IT IN A TOOLKIT?

## WHO-PEOPLE

As for WHO question card, the cards are about people to create your target group of your brand in order to look for the right people.

There are six categories of set of WHO-PEOPLE cards:

Gender

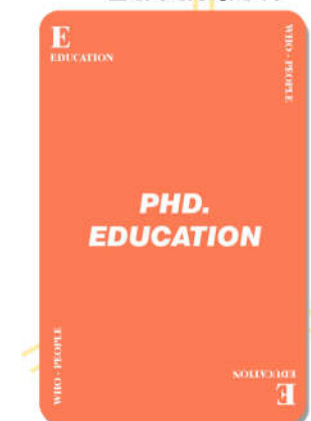
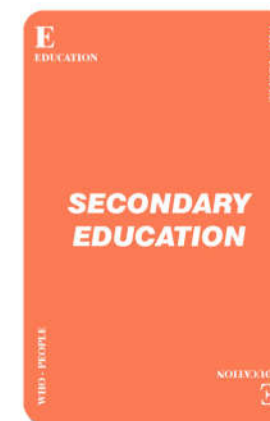
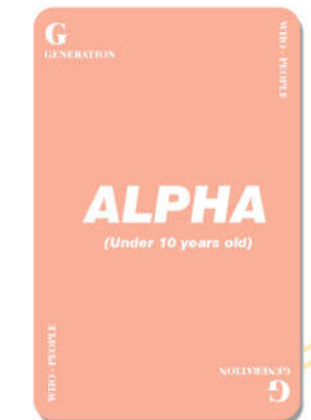
Generation

Education

Career

Income

Value, attitude & lifestyle



Gender

Generation

Education



# WHAT IS IT IN A TOOLKIT?

## WHO-PEOPLE

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Generation

Education

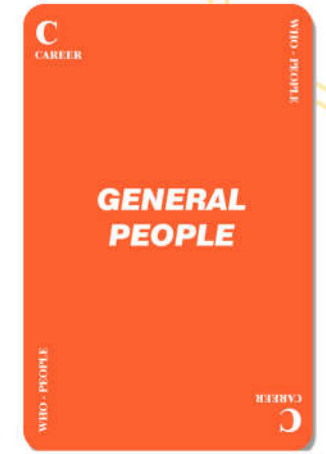
Career

Income

Value, attitude & lifestyle



## Career



## INCOME

# WHAT IS IT IN A TOOLKIT?

55

## WHO-PEOPLE

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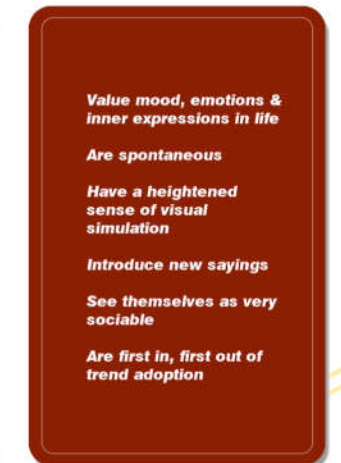
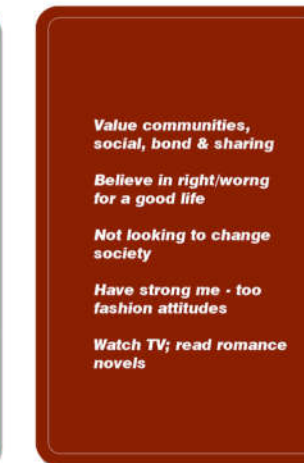
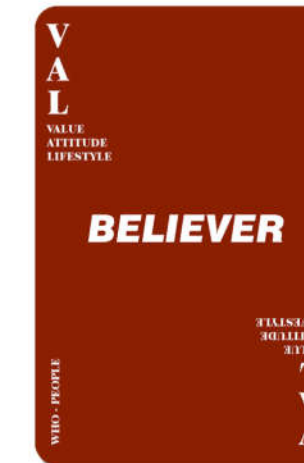
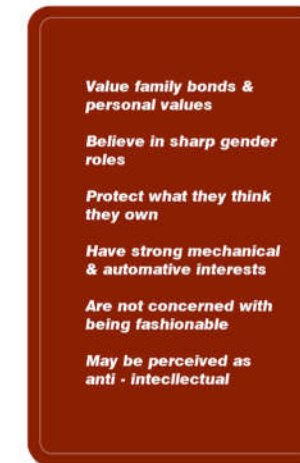
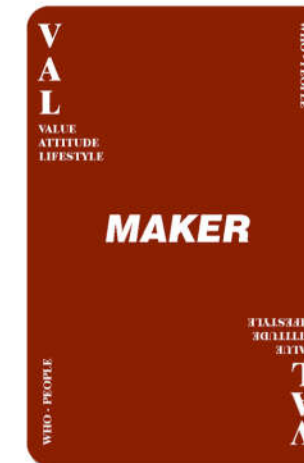
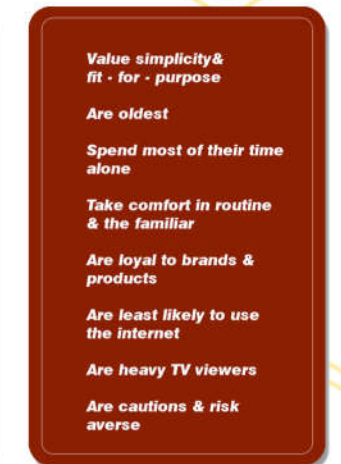
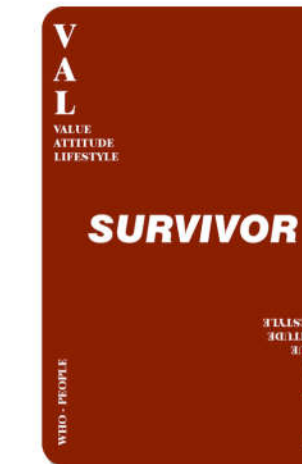
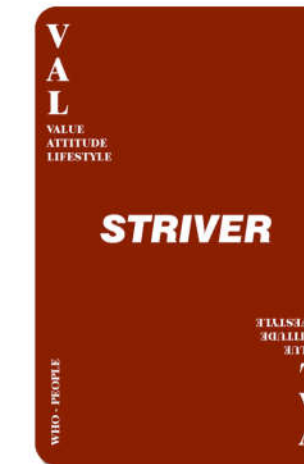
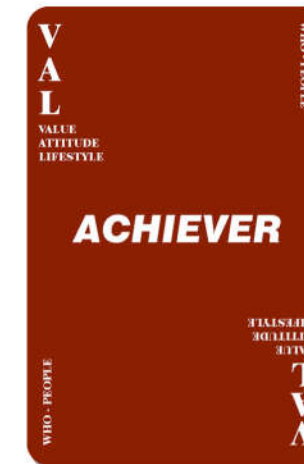
Generation

Education

Career

Income

Value, attitude & lifestyle





# WHAT IS IT IN A TOOLKIT?

## HOW-PPROBLEM SOLVER

As for HOW question card, the cards are about a group of people who would be able to help you resolve the problems.

Moreover, the professions who are provided to advice you in order to focus on what you are considered about

There are five people of set of HOW-PROBLEM SOLVER cards:

**Researcher & Creator**

**Analyst**

**Brand strategist**

**Graphic designer**

**Interior designer**



# WHAT IS IT IN A TOOLKIT?

WHEN-PTIME

As for WHEN question card, the cards are when your customers will buy products of your business.

There are six categories of set of WHEN-TIME cards:

**Everyday**

**Week**

**Month**

**Season**

**Festivity**

**Spontaneous desire**





# WHAT IS IT IN A TOOLKIT?

## WHERE-PLACE

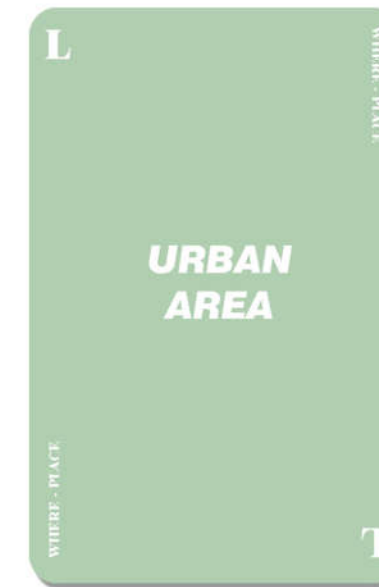
As for WHERE question card, the cards are about an area where your customers' living is in.

There are five people of set of WHERE-PLACE cards:

Urban area

Suburban area

Rural area



# WHAT IS IT IN A TOOLKIT?

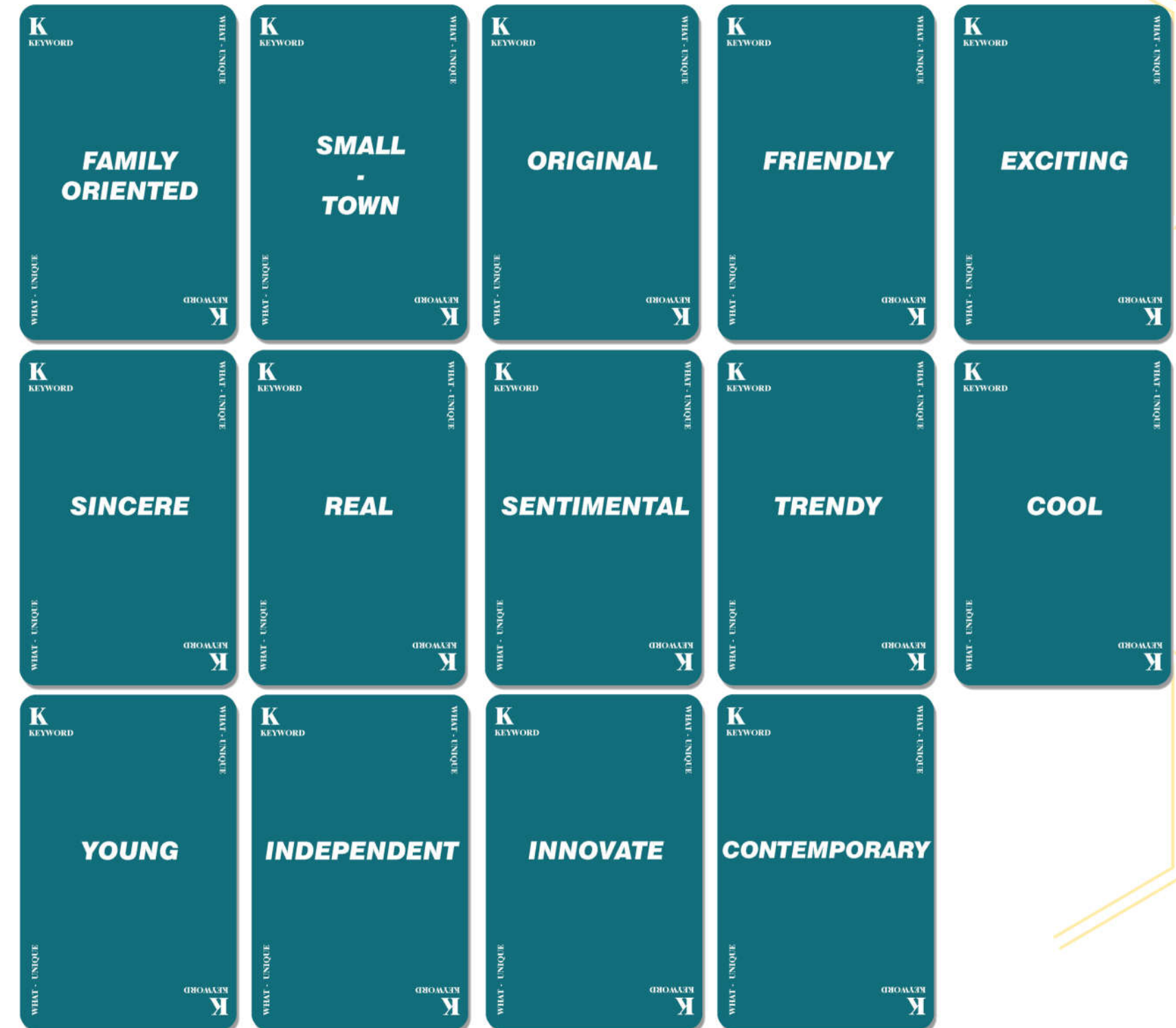
59

## WHAT-UNIQUE

As for WHAT question card, the cards are about clues or keywords to define what your brand value is.

There are twenty eight cards of WHAT-UNIQUE cards.

The keyword of the cards is to help you create what you or your brand makes unique, in order to develop your brand personality next.





# WHAT IS IT IN A TOOLKIT?

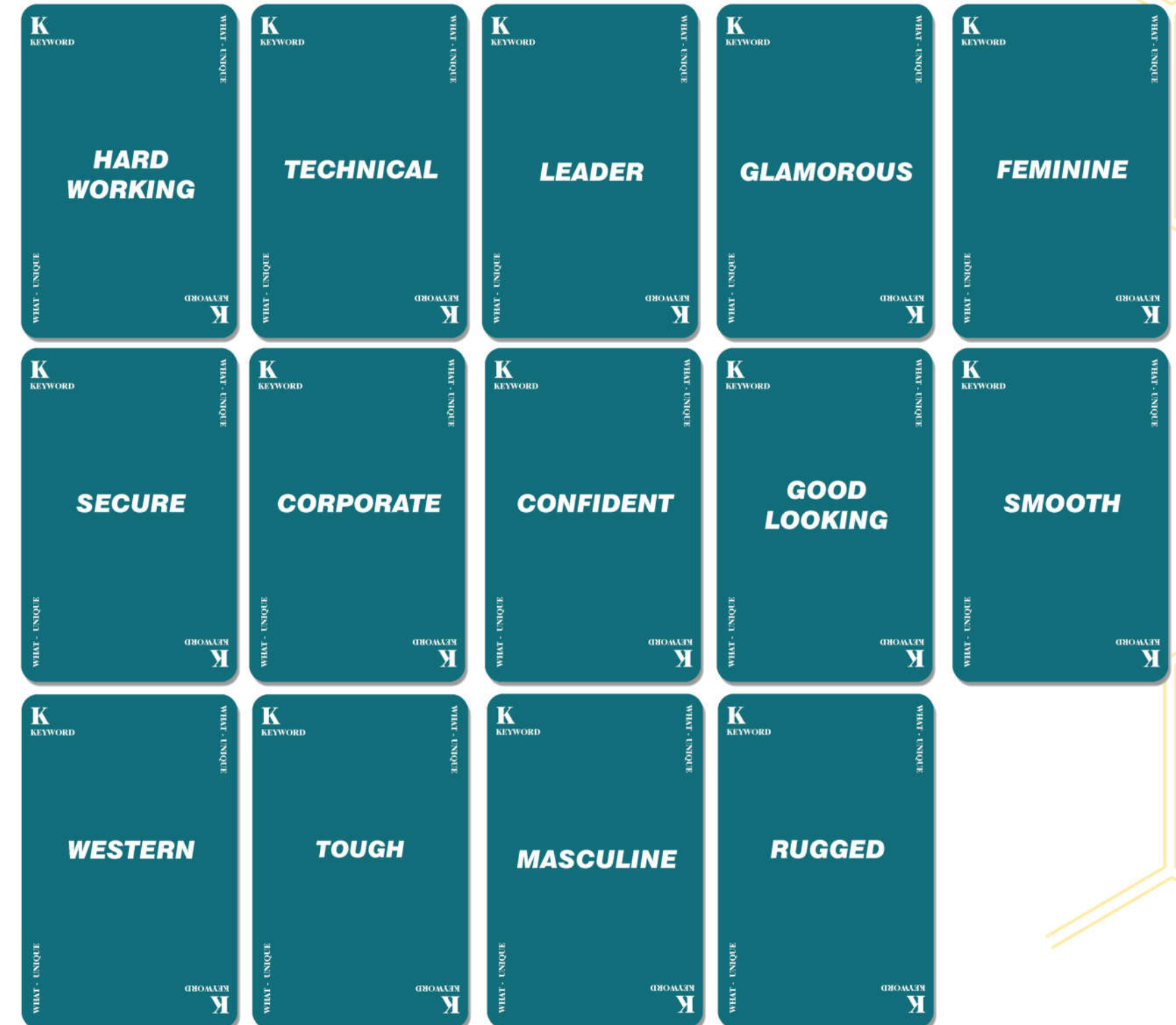
60

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# WHAT IS IT IN A TOOLKIT?

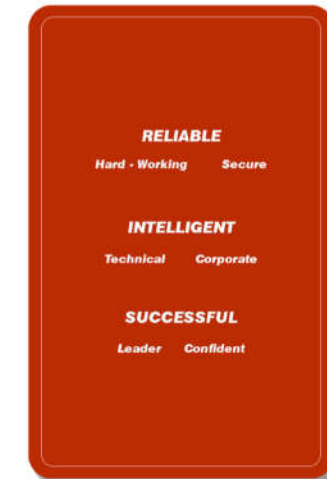
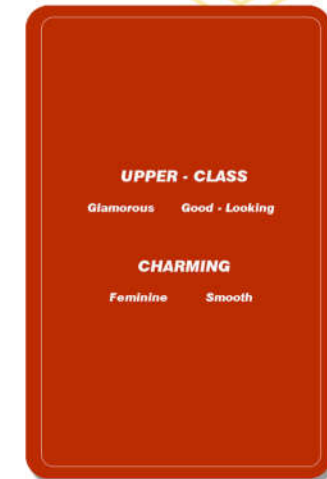
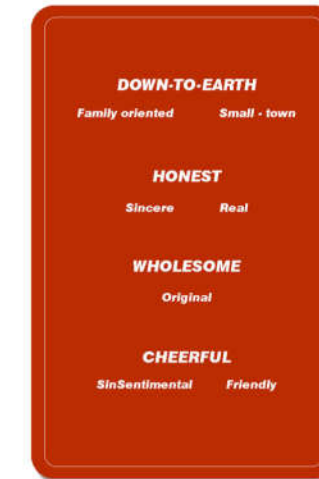
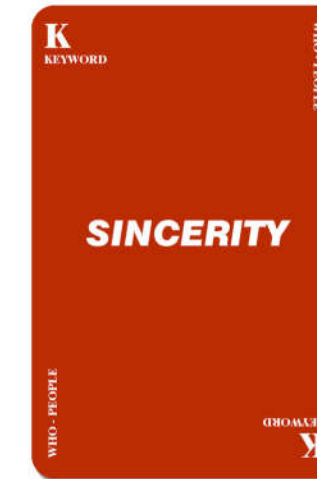
HOW-TALK.LLOK.BEHAVE

As for HOW question card, the cards are about clues or keywords to define how you talk, look and behave, so as to develop your brand personality.

The keywords of the cards come from the WHAT-UNIQUE cards selected. Each of the keywords of the cards provide what your brand personality is

There are five categories of set of cards of HOW-TALK.LOOK.BEHAVE cards.

**Sincerity**  
**Sophitication**  
**Excitement**  
**Competence**  
**Ruggedness**



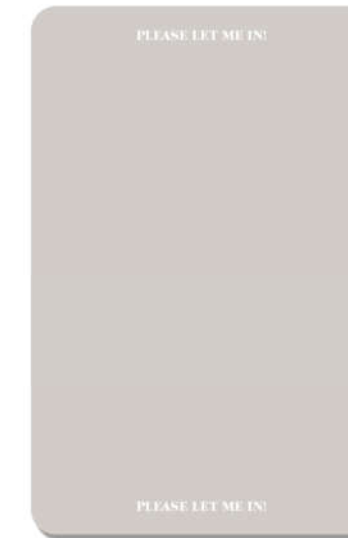
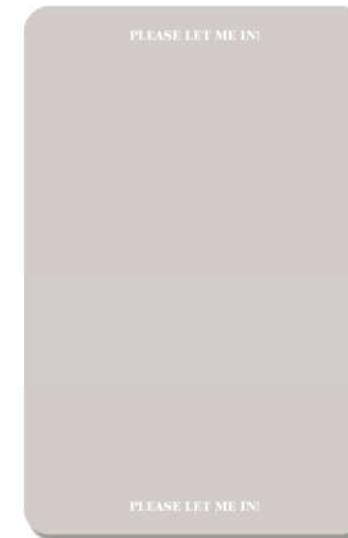
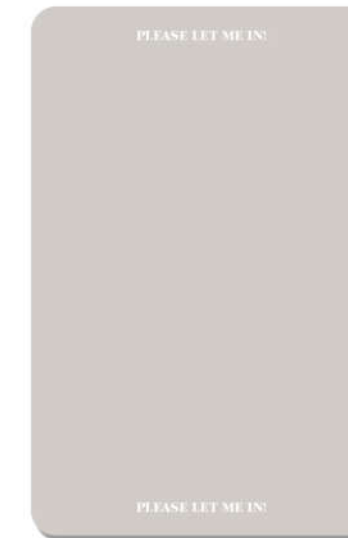
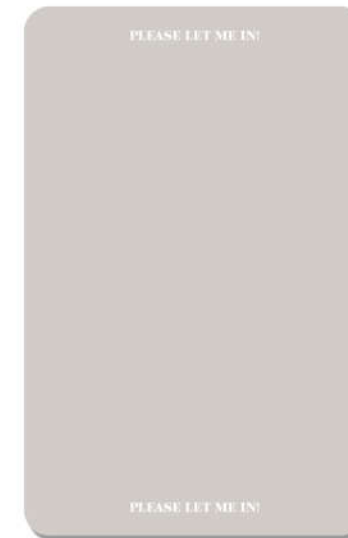


# WHAT IS IT IN A TOOLKIT?

LET ME IN!

As for LET ME IN! card, the cards are about empty cards.

The player will be able to write your answer down to the empty card when all cards provided will not relate to your answers.



# HOW TO USE A TOOLKIT?

## A BRANDING TOOLKIT

The toolkit is a self-led guide. The real value to you and your branding come from actively using the tool, reviewing the learning and applying the outputs.

**It is easy to play and understand what we would like to communicate because the key is the 'SIMPLICITY' of the toolkit!**

Tool is visual device to prompt thinking and capture ideas. They are presented here as a board game with set of clue cards.

## STARTER TIPS

This toolkit contains a lot of information, which may feel overwhelming at first. Don't be put off! Our goal is "learning by doing" and we encourage you to simply try.

### OUR TIPS TO GET STARTED:

#### GO AT YOUR OWN PACE

- Just relax and take your time before playing the game.
- Work through the tools at your own pace.
- Keep on track by timing your work on step-by-step easily - don't let it run on indefinitely. If you get stuck, ask your peer buddy for support.

#### LOOK FOR SUPPORT

- Use the tool on individual.
- Ask your partners, collaborators and facilitators to be involved where appropriate.
- Find a peer buddy who can use the toolkit with. You may use the same tool or different ones, it doesn't matter.
- The important thing is to play individually and set time on the learning journey.

#### WORK IN THE OPEN

- Fold up your tool. Make them visible to encourage reflection and feedback.
- When brainstorming ideas, go for quantity over quality.
- Don't judge ideas (build on them instead) and look for wild ideas!



# HOW TO USE A TOOLKIT?

A BRANDING TOOLKIT

## SETTING UP

A small amount of preparation will ensure a productive session.

### OUR POINTERS TO GET SET UP:

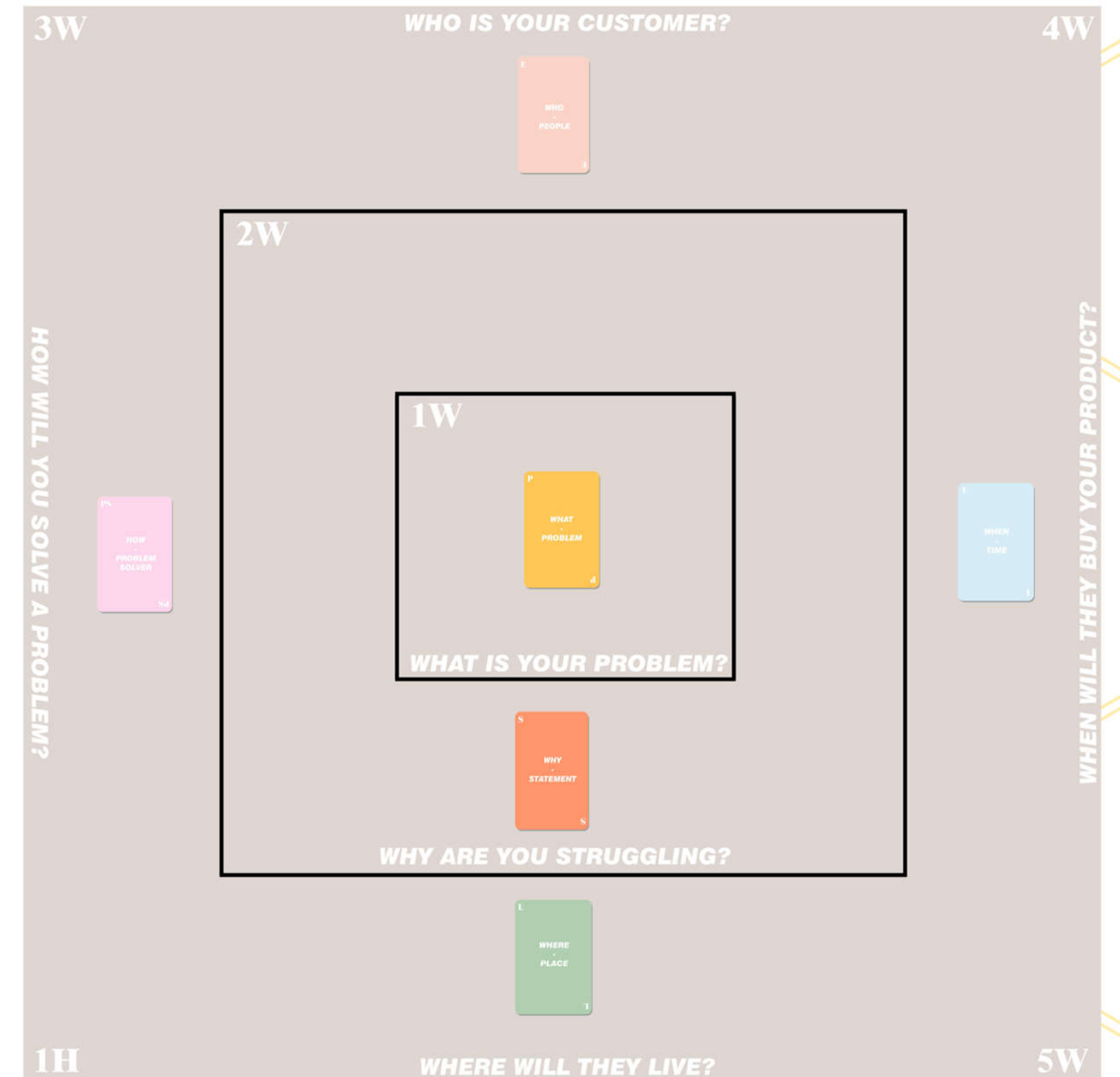
- Find a nicely creative space with a large table where you can focus with your peers.
- Set aside 15 to 30 minutes for each tool. use a timer to keep to your schedule.
- If you do not complete the task, come back to it. The important thing is to get started!

*"LET'S  
GET  
STARTED  
IT"*

# THE 5W1H QUESTIONS

Helping you decode a clear thinking for your branding of your business through '5W1H questions' that reflects problems and ideas in simple ways.

The result makes you understand a way of improvement and development before lecture a branding short course.

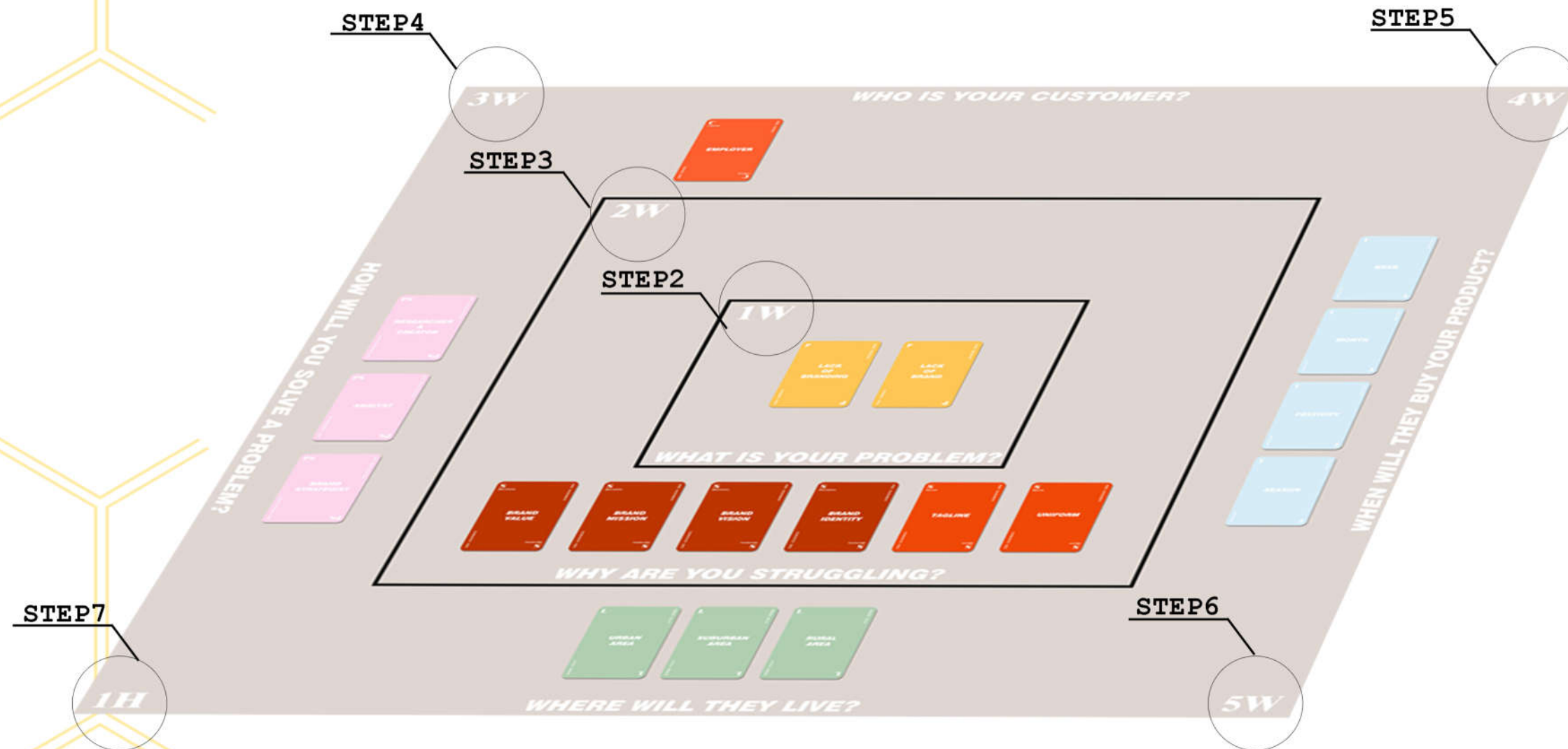


**FRONT:** The game canvas of the '5W1H questions'



# THE 5W1H QUESTIONS

## STEP-BY-STEP OVERVIEW - MAPPING YOUR PROCESS



**STEP 1:** Set up the game board to suit your needs  
Start to play from an inner to outer square.

**STEP 2:** Map the **1W-WHAT IS YOUR PROBLEM?**  
Start by what problems you are happening or your business facing.

**STEP 3:** Map the **2W-WHY ARE YOU STRUGGLING?**  
decode the more depth problem to see the details.

**STEP 4:** Map the **3W-WHO IS YOUR CUSTOMER?**  
WHO-PEOPLE set of cards of the 5W1H questions are only about careers at first.

**STEP 5:** Map the **4W-WHEN WILL THEY BUY YOUR PRODUCT?**

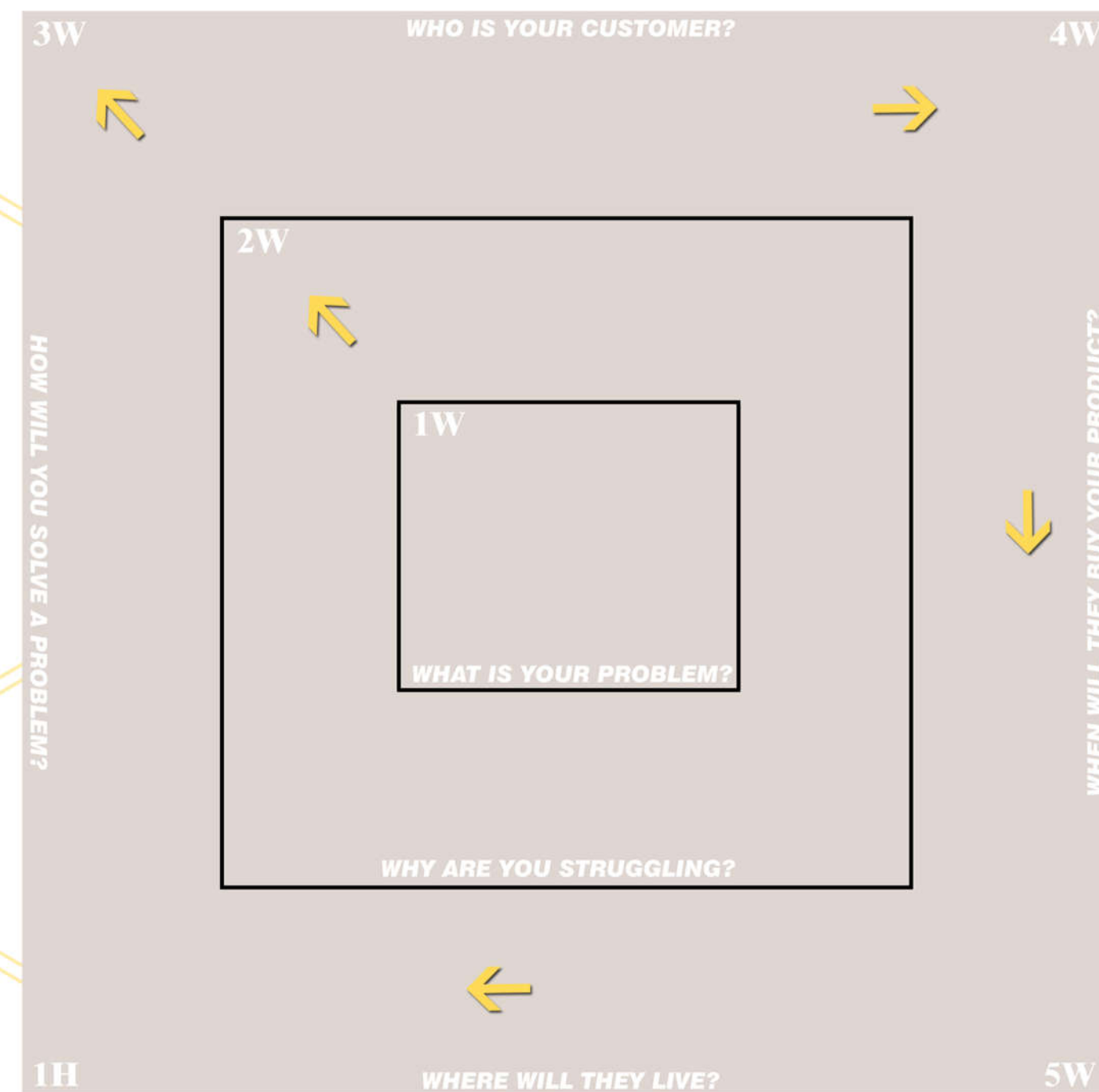
**STEP 6:** Map the **5W-WHERE WILL THEY LIVE?**

**STEP 7:** Map the **1H-HOW WILL YOU SOLVE A PROBLEM?**  
Decide what contributions you need from the roles and at which phase of the process. On the other hand, the roles would be able to be as a guidance to you that you have to be during study the branding course.

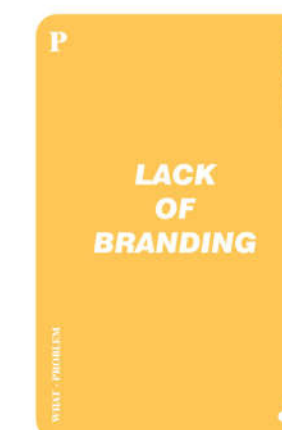
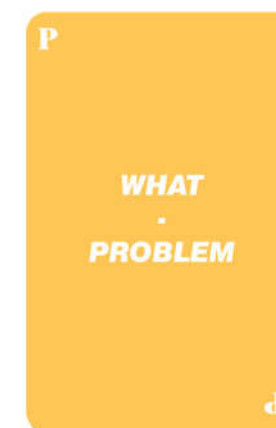
**STEP 8:** Analyse the mapped process  
Identify pain points and best practices. Discuss the process you have mapped out and see if it is viable and robust.

# THE 5W1H QUESTIONS

**STEP 1:** Set up the game board to suit your needs  
Start to play from an inner to outer square.



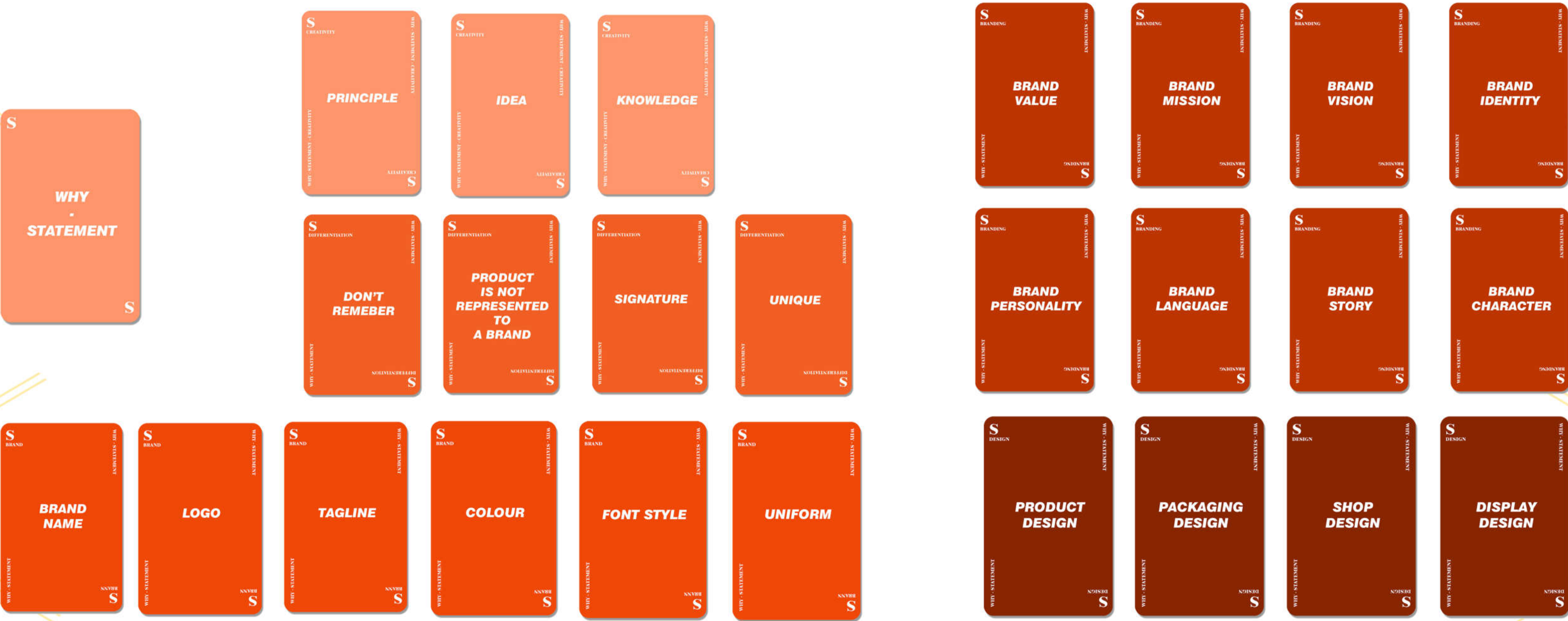
**STEP 2:** Map the 1W-WHAT IS YOUR PROBLEM?  
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# THE 5W1H QUESTIONS

STEP 3: Map the 2W-WHY ARE YOU STRUGGLING?  
decode the more depth problem to see the details.



# THE 5W1H QUESTIONS

STEP 4: Map the 3W-WHO IS YOUR CUSTOMER?

WHO-PEOPLE set of cards of the 5W1H questions are only about careers at first.



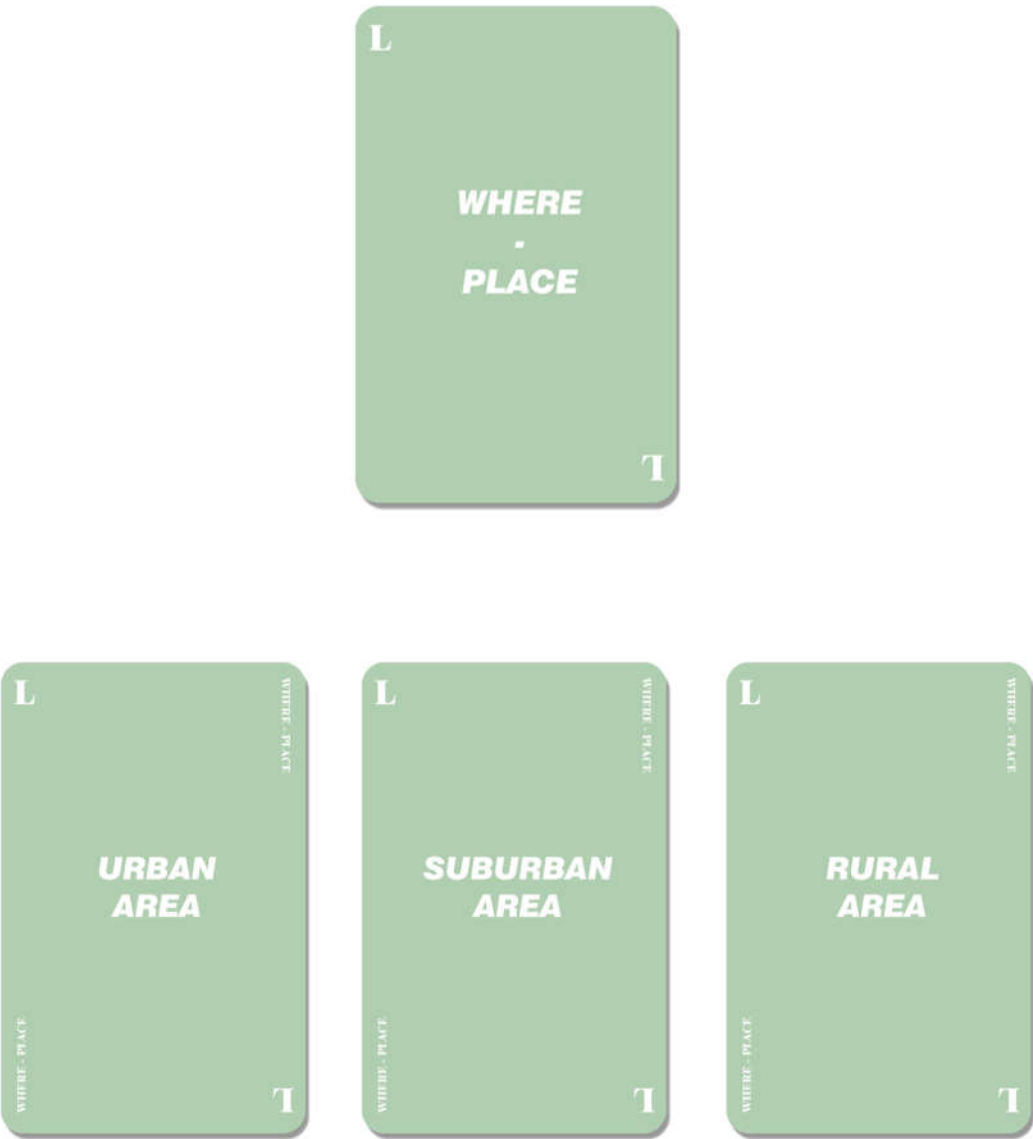
STEP 5: Map the 4W-WHEN WILL THEY BUY YOUR PRODUCT?





# THE 5W1H QUESTIONS

STEP 6: Map the 5W-WHERE WILL THEY LIVE?

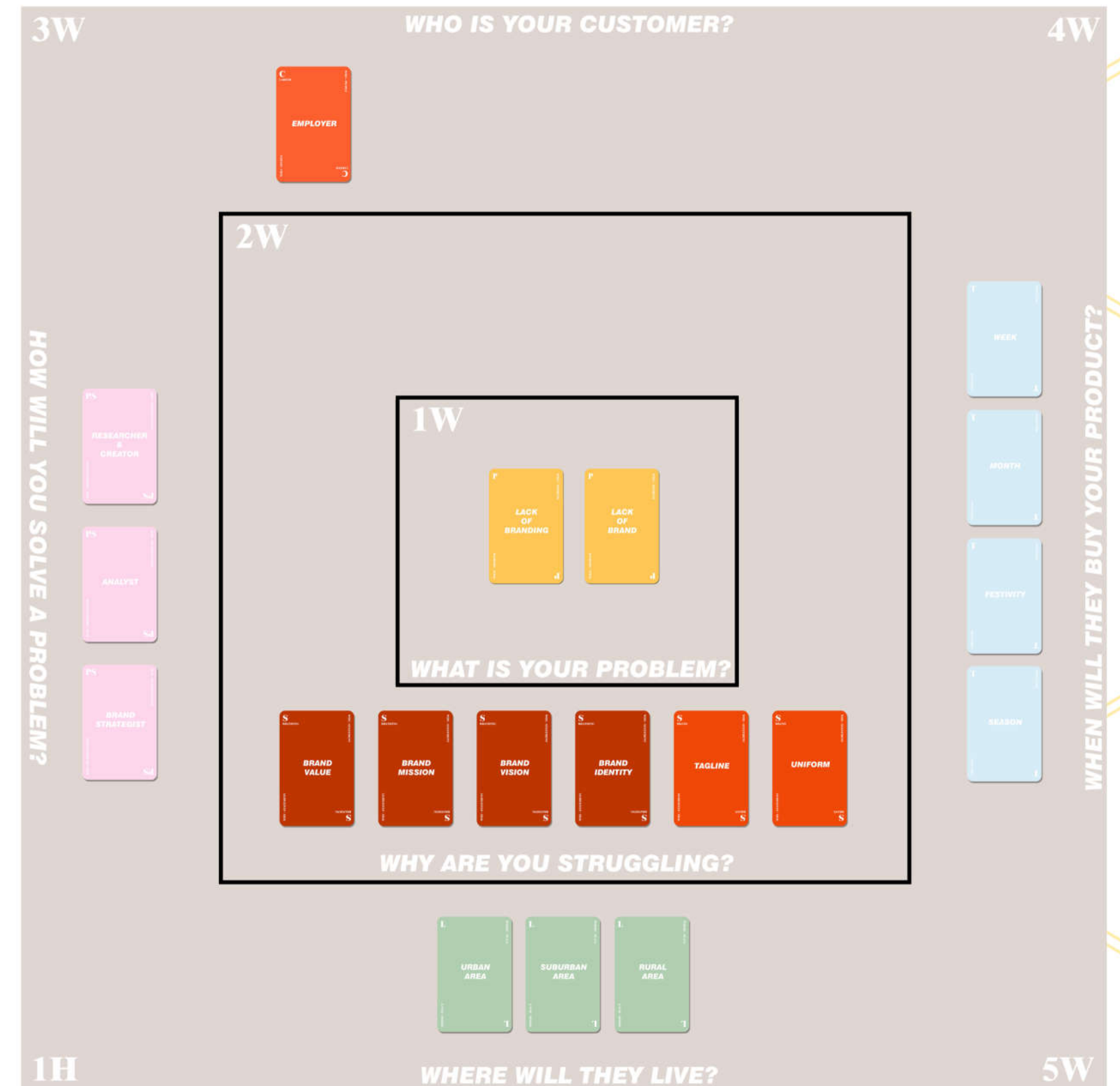


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Decide what contributions you need from the roles and at which phase of the process. On the other hand, the roles would be able to be as a guidance to you that you have to be during study the branding course.



# FULLY MAPPED EXAMPLE OF THE 5W1H QUESTIONS

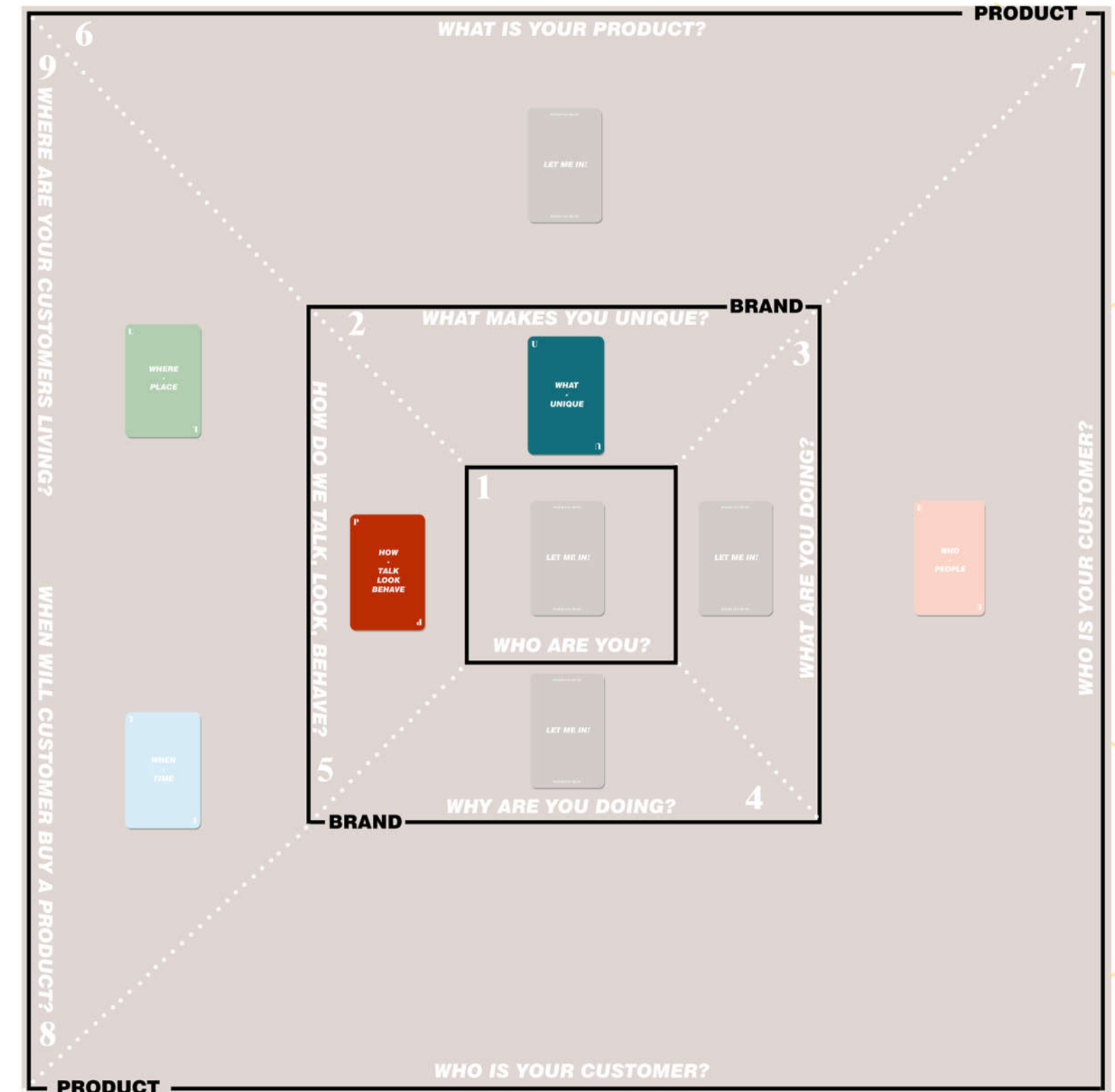
How it should look after mapping





# THE BUILDING A BRAND

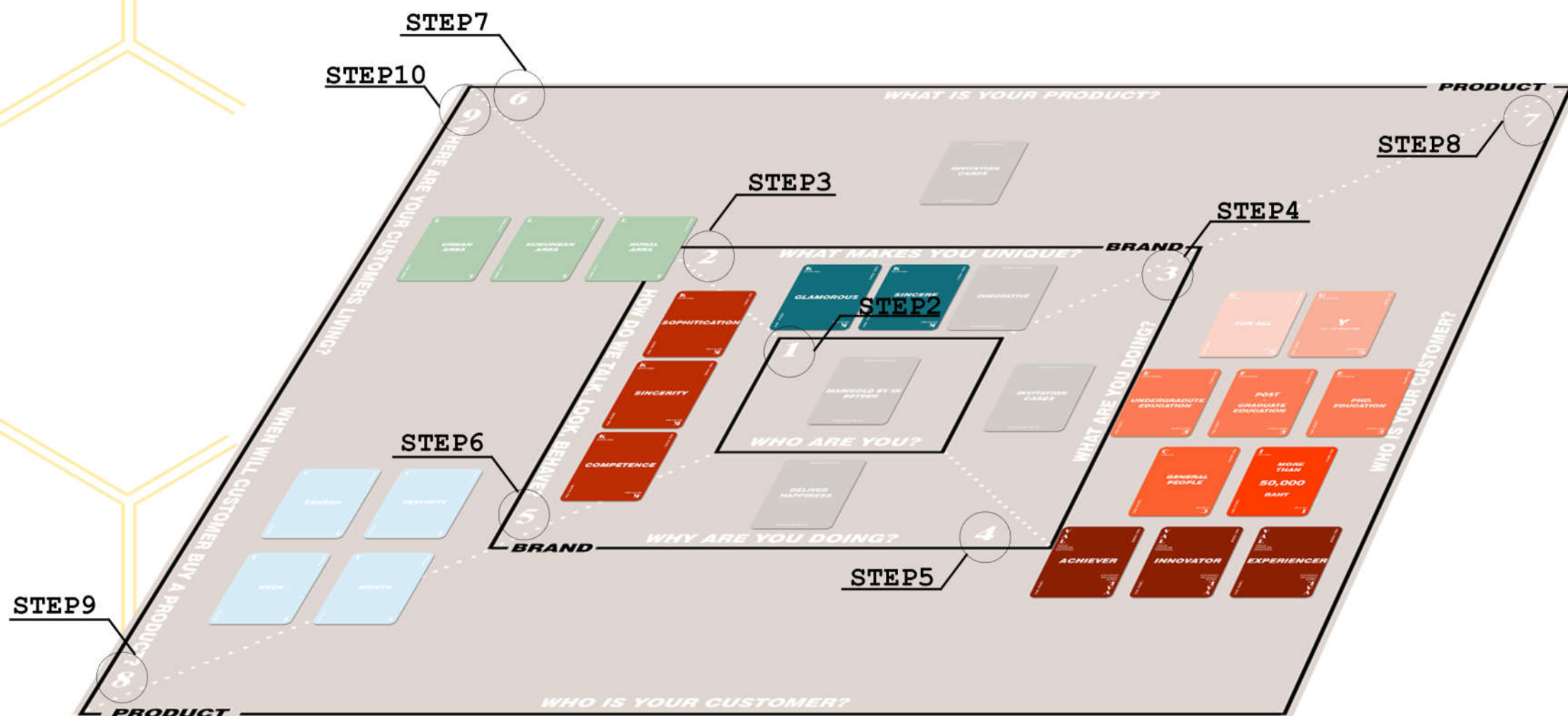
Helping you design a brand of your business through simply questions that builds a branding step-by-step in order to get articulate evidence for your branding after taking a branding short course.



**BACK:** The canvas of the building a brand

# THE BUILDING A BRAND

## STEP-BY-STEP OVERVIEW - MAPPING YOUR PROCESS



**STEP 1:** Set up the game board to suit your needs  
Start to play from an inner(BRAND)to outer square(PRODUCT).

### BRAND SQUARE

**STEP 2:** Map the **1-WHO ARE YOU?**

Start by who are you at first to see what your name is or what your brand name is.

**STEP 3:** Map the **2-WHAT MAKES YOU UNIQUE?**

decode your unique-selling-personality of your brand.

**STEP 4:** Map the **3-WHAT ARE YOU DOING?**

decode what business you will be doing or what business you are in.

**STEP 5:** Map the **4-WHY ARE YOU DOING?**

define a clue why you are doing your business or why you will be doing your business.

**STEP 6:** Map the **5-HOW DO WE TALK.LOOK.BEHAVE?**

define your physical and emotional character through your personality.

### PRODUCT SQUARE

**STEP 7:** Map the **6-WHAT IS YOUR PRODUCT?**

**STEP 8:** Map the **7-WHO IS YOUR CUSTOMER?**

define the more depth customers at this stage.

**STEP 9:** Map the **8-WHEN WILL CUSTOMER BUY A PRODUCT?**

**STEP 10:** Map the **9-WHERE ARE YOUR CUSTOMERS LIVING?**

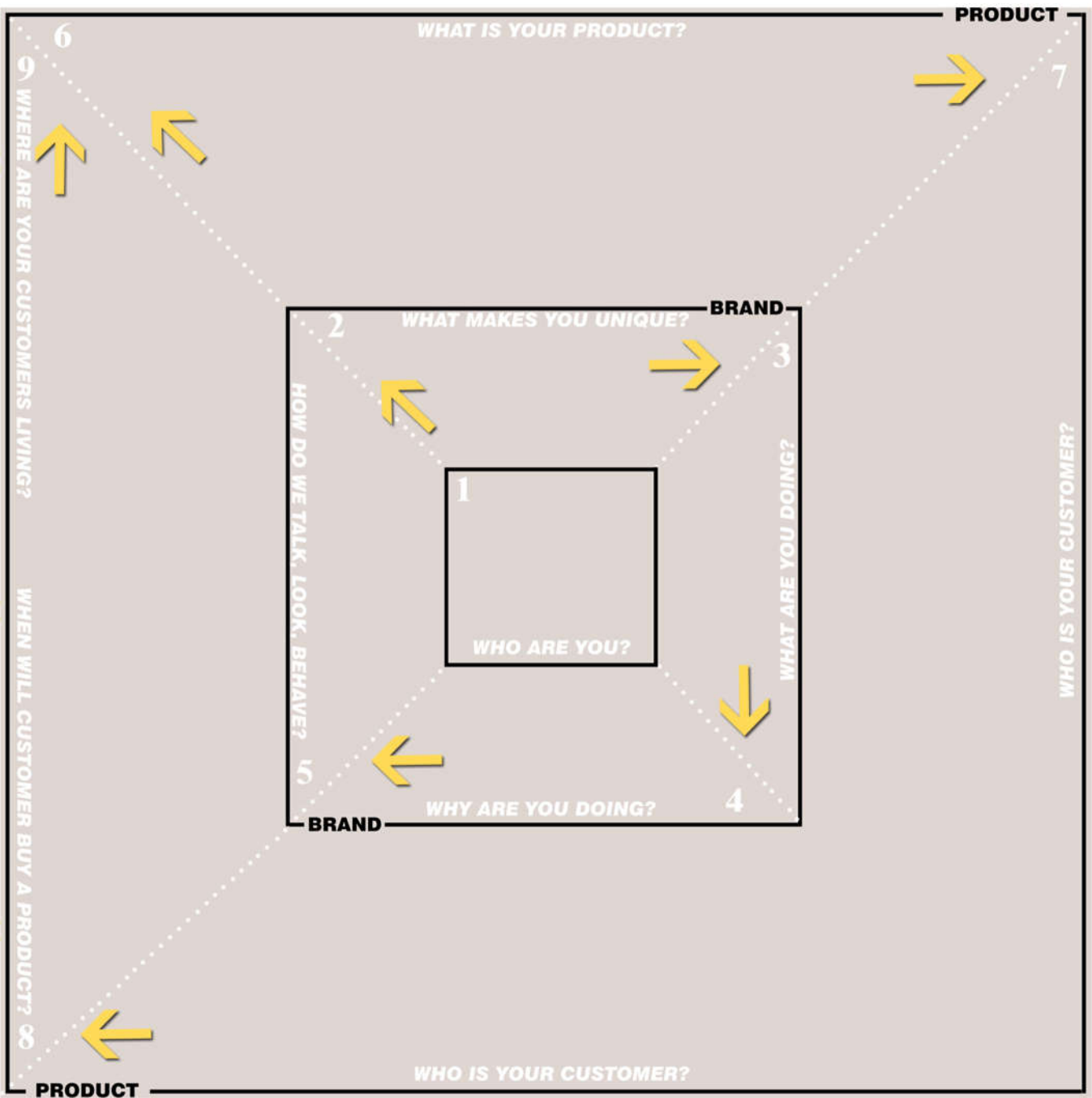
**STEP 11:** Analyse the mapped process

define a branding of your brand including branding and product in order to create a differentiation to your business. Discuss the process you have mapped out and see if it is viable and robust.



# THE BUILDING A BRAND

**STEP 1:** Set up the game board to suit your needs  
Start to play from an inner(BRAND)to outer  
square(PRODUCT) .



**STEP 2:** Map the 1-WHO ARE YOU?  
Start by who are you at first to see what your name is  
or what your brand name is.  
Write your name or your brand name down on the emphy  
card.



# THE BUILDING A BRAND

**STEP 4:** Map the **3-WHAT ARE YOU DOING?**  
decode what business you will be doing or what business you are in.  
Write your idea of your business or your business's purpose down on the emthy card.

PLEASE LET ME IN!

LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

**STEP 5:** Map the **4-WHY ARE YOU DOING?**  
define a clue why you are doing your business or why you will be doing your business. Write a reason why you or your business want to do in simple way as a clue or keyword to define it.

PLEASE LET ME IN!

LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

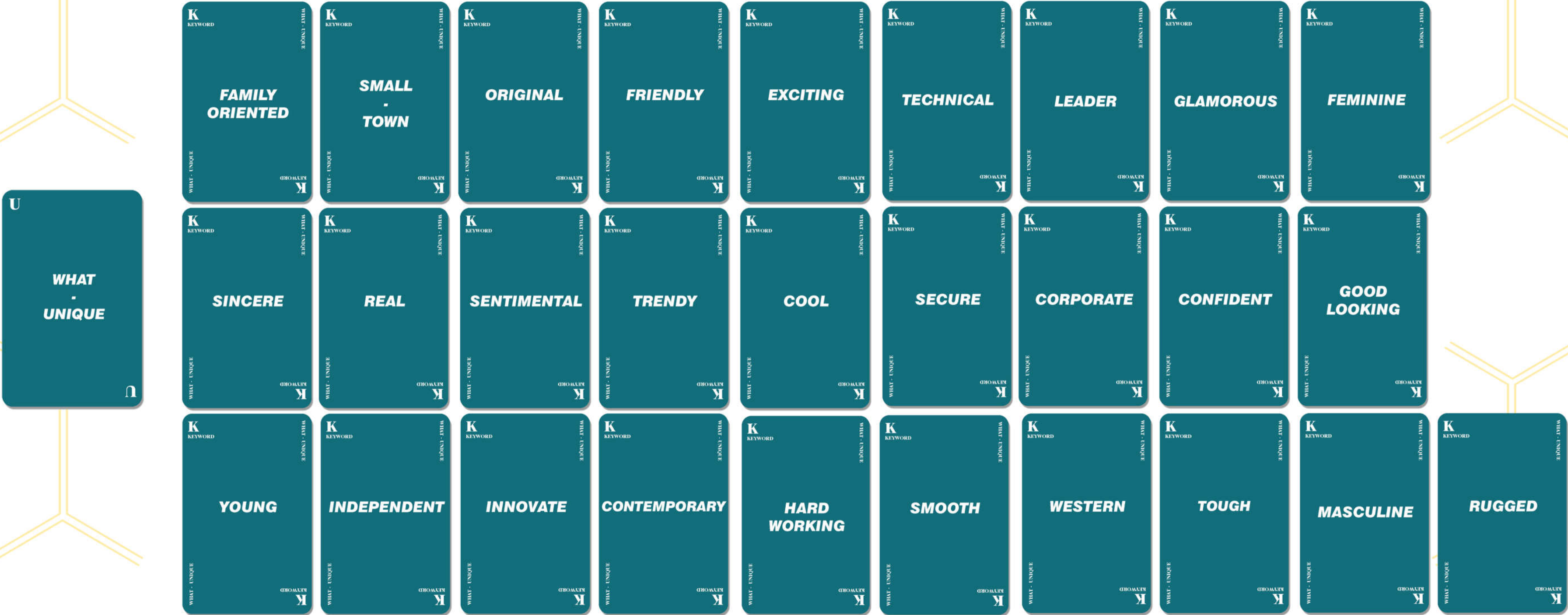
PLEASE LET ME IN!

PLEASE LET ME IN!



# THE BUILDING A BRAND

STEP 3: Map the 2-WHAT MAKES YOU UNIQUE? decode your unique-selling-personality of your brand.



# THE BUILDING A BRAND

**STEP 4:** Map the **3-WHAT ARE YOU DOING?**  
decode what business you will be doing or what business you are in.  
Write your idea of your business or your business's purpose down on the emthy card.



**STEP 5:** Map the **4-WHY ARE YOU DOING?**  
define a clue why you are doing your business or why you will be doing your business. Write a reason why you or your business want to do in simple way as a clue or keyword to define it.





# THE BUILDING A BRAND

**STEP 6:** Map the **5-HOW DO WE TALK.LOOK.BEHAVE?**  
define your physical and emotional character  
through your personality.

P

HOW  
-  
TALK  
LOOK  
BEHAVE

d

K  
KEYWORD

WHO - PEOPLE

SINCERITY

WHO - PEOPLE

K  
KEYWORD

DOWN-TO-EARTH

Family oriented    Small - town

HONEST

Sincere    Real

WHOLE SOME

Original

CHEERFUL

SinSentimental    Friendly

K  
KEYWORD

WHO - PEOPLE

SOPHITICATION

WHO - PEOPLE

K  
KEYWORD

UPPER - CLASS

Glamorous    Good - Looking

CHARMING

Feminine    Smooth

K  
KEYWORD

WHO - PEOPLE

EXCITEMENT

WHO - PEOPLE

K  
KEYWORD

DARING

Trendy    Exclting

SPIRITED

Cool    Young

IMAGINATIVE

Innovate

UP - TO - DATE

Independent    Contemporary

K  
KEYWORD

WHO - PEOPLE

COMPETENCE

WHO - PEOPLE

K  
KEYWORD

RELIABLE

Hard - Working    Secure

INTELLIGENT

Technical    Corporate

SUCCESSFUL

Leader    Confident

K  
KEYWORD

WHO - PEOPLE

RUGGEDNESS

WHO - PEOPLE

K  
KEYWORD

OUTDOORSY

Masculine    Western

TOUGH

Rugged

**STEP 7:** Map the **6-WHAT IS YOUR PRODUCT?**  
Write your product down on the emphy card.

PLEASE LET ME IN!

LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

PLEASE LET ME IN!

# THE BUILDING A BRAND

STEP 8: Map the 7-WHO IS YOUR CUSTOMER? define the more depth customers at this stage.





# THE BUILDING A BRAND

STEP 8: Map the 7-WHO IS YOUR CUSTOMER? define the more depth customers at this stage.



V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

ACHIEVER

WHO - PEOPLE

T  
V  
A

Value achievement & functionality

Value tech that provides a productivity boost

Have a me - first, my family - first attitude

Are fully schduled

Are peer conscious

Believe money is the source of authority

Are committed to family & job

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

STRIVER

WHO - PEOPLE

T  
V  
A

Value motivation, inspiration & functionality

Are the centre of street culture

Live in the moment

Wear their wealth

Experience revolving employment

Use video & video games as a form of fantasy

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

SURVIVOR

WHO - PEOPLE

T  
V  
A

Value simplicity & fit - for - purpose

Are oldest

Spend most of their time alone

Take comfort in routine & the familiar

Are loyal to brands & products

Are least likely to use the internet

Are heavy TV viewers

Are cautions & risk averse

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

MAKER

WHO - PEOPLE

T  
V  
A

Value family bonds & personal values

Believe in sharp gender roles

Protect what they think they own

Have strong mechanical & automative interests

Are not concerned with being fashionable

May be perceived as anti - intellectual

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

BELIEVER

WHO - PEOPLE

T  
V  
A

Value communities, social, bond & sharing

Believe in right/wrong for a good life

Not looking to change society

Have strong me - too fashion attitudes

Watch TV; read romance novels

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

EXPERIENCER

WHO - PEOPLE

T  
V  
A

Value mood, emotions & inner expressions in life

Are spontaneous

Have a heightened sense of visual simulation

Introduce new sayings

See themselves as very sociable

Are first in, first out of trend adoption

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

INNOVATOR

WHO - PEOPLE

T  
V  
A

Value independence

Taste

Character

Love experimenting

Receptive to new ideas & technologies

Enjoy problem - solving challenges.

V  
A  
L

VALUE  
ATTITUDE  
LIFESTYLE

THINKER

WHO - PEOPLE

T  
V  
A

Value knowledge & creativity

Plan, reserach, consider before acting

Enjoy historical perspective

Use technology in functional way

Follow traditional Intellectual

# THE BUILDING A BRAND

STEP 9: Map the 8-WHEN WILL CUSTOMER BUY A PRODUCT?

T

WHEN  
-  
TIME

L

T

EVERYDAY

WHEN-TIME

WHEN-TIME

L

T

WEEK

WHEN-TIME

WHEN-TIME

L

T

MONTH

WHEN-TIME

WHEN-TIME

L

T

SEASON

WHEN-TIME

WHEN-TIME

L

T

FESTIVITY

WHEN-TIME

WHEN-TIME

L

T

SPONTANEOUS  
DESIRE

WHEN-TIME

WHEN-TIME

L

STEP 10: Map the 9-WHERE ARE YOUR CUSTOMERS LIVING?

L

WHERE  
-  
PLACE

T

L

URBAN  
AREA

WHERE-PLACE

WHERE-PLACE

T

L

SUBURBAN  
AREA

WHERE-PLACE

WHERE-PLACE

T

L

RURAL  
AREA

WHERE-PLACE

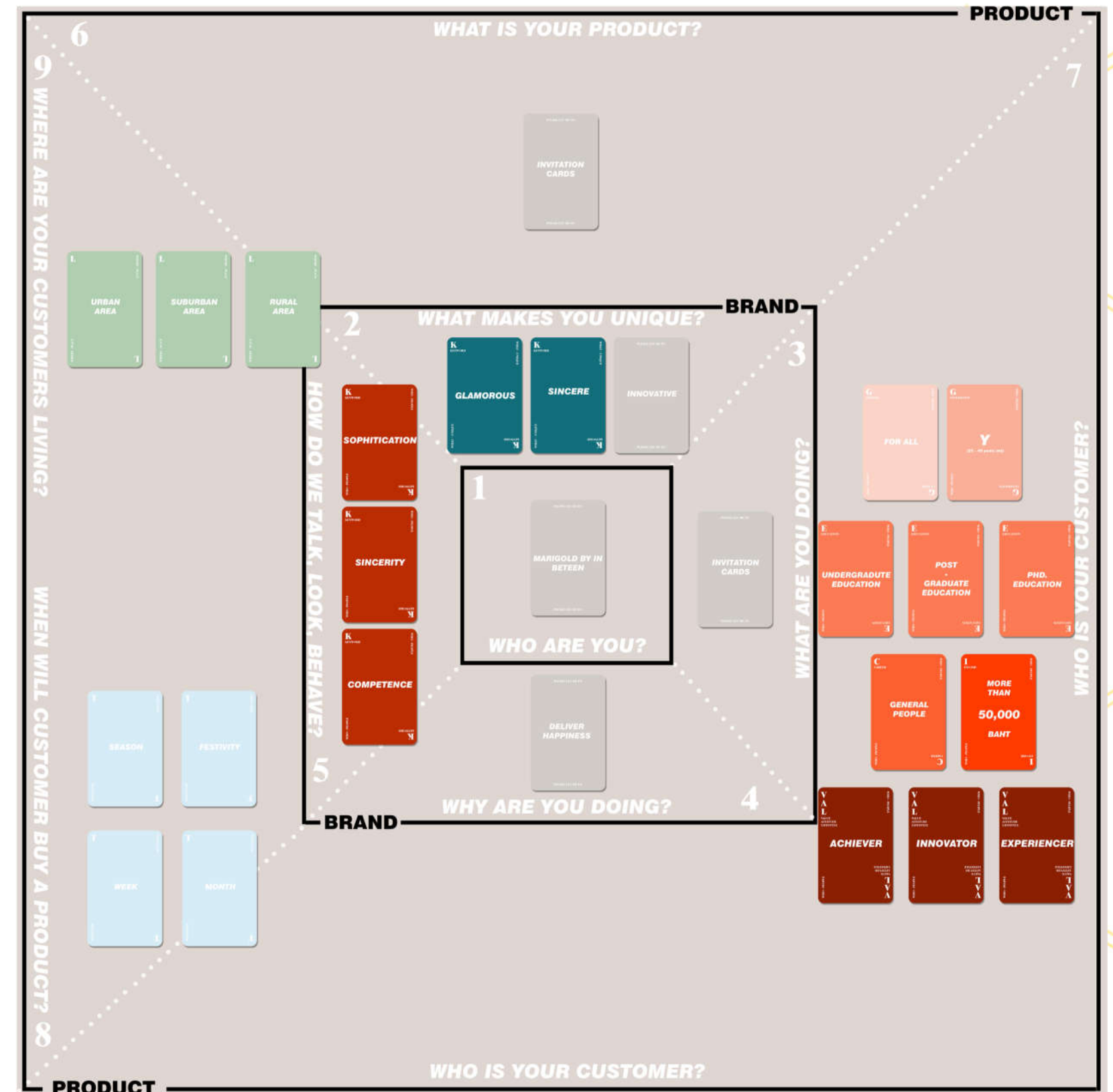
WHERE-PLACE

T



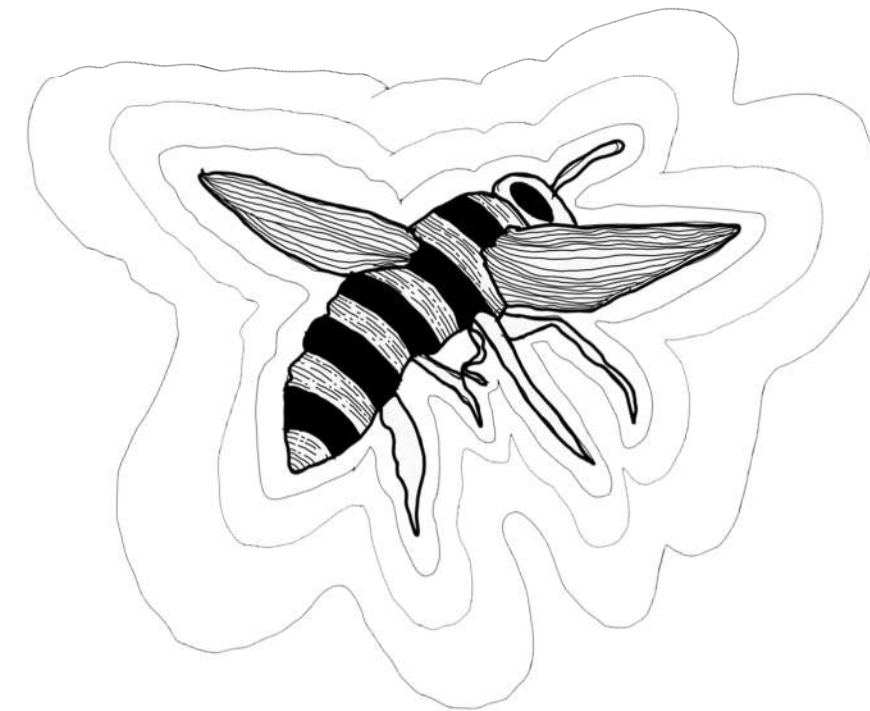
# FULLY MAPPED EXAMPLE OF THE BUILD A BRAND

How it should look after mapping



# INTRODUCTION

A WORKSHOP & A SHORT COURSE



Holistic brand & business academy plays a vital role in educating Thai local and small business people in design and managerial skills in order to enhance in better businesses in Thailand.

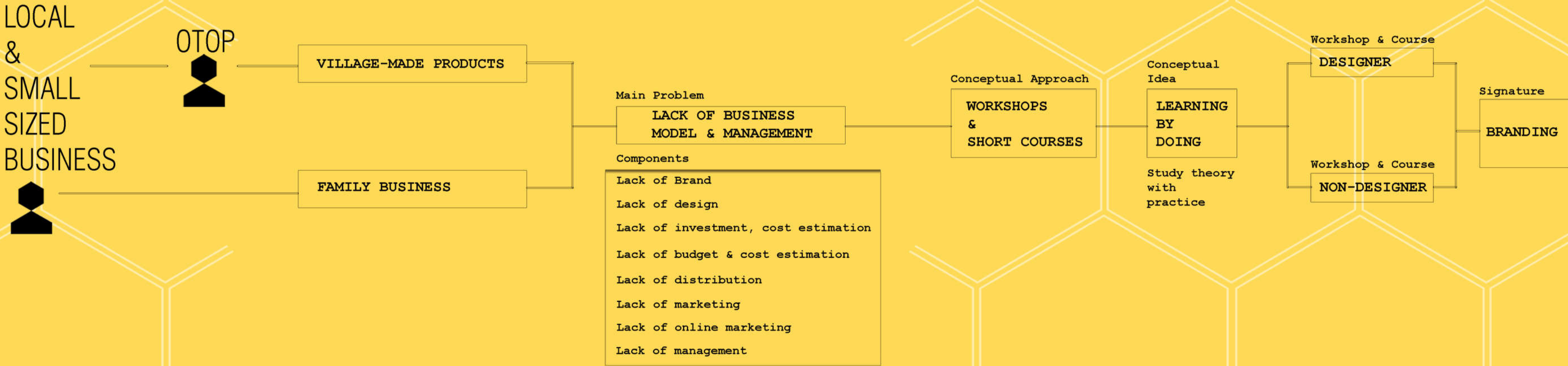
This workshops & short courses that is part of the Holistic brand & business academy is an educational program to purpose what we would like to give knowledge to the learners.





# WORKSHOP & SHORT COURSE

CONCEPTUAL DIAGRAM



# WHY IS BRANDING?

CONCEPTUAL DIAGRAM

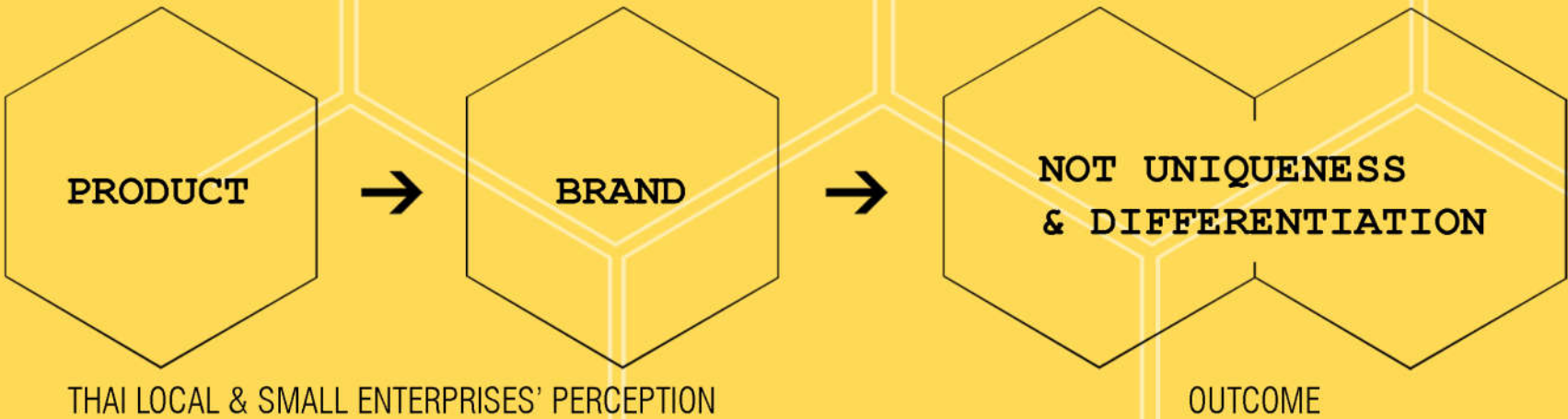
Being a good brand is the business will face a problem undercut to the competitors.

THAI  
LOCAL & SMALL  
ENTERPRISES



**misunderstand the  
difference  
between brand and  
branding.**

**Basically, the  
easiest way of  
understanding is  
starting to give  
knowledge them -  
what is branding?**



Thai people  
misunderstand a logo is  
branding, the logo  
literally is the part  
of brand.



# WORKSHOP

CONCEPTUAL DIAGRAM

We are the creators  
as the bee,  
we provide a  
holistic learning.

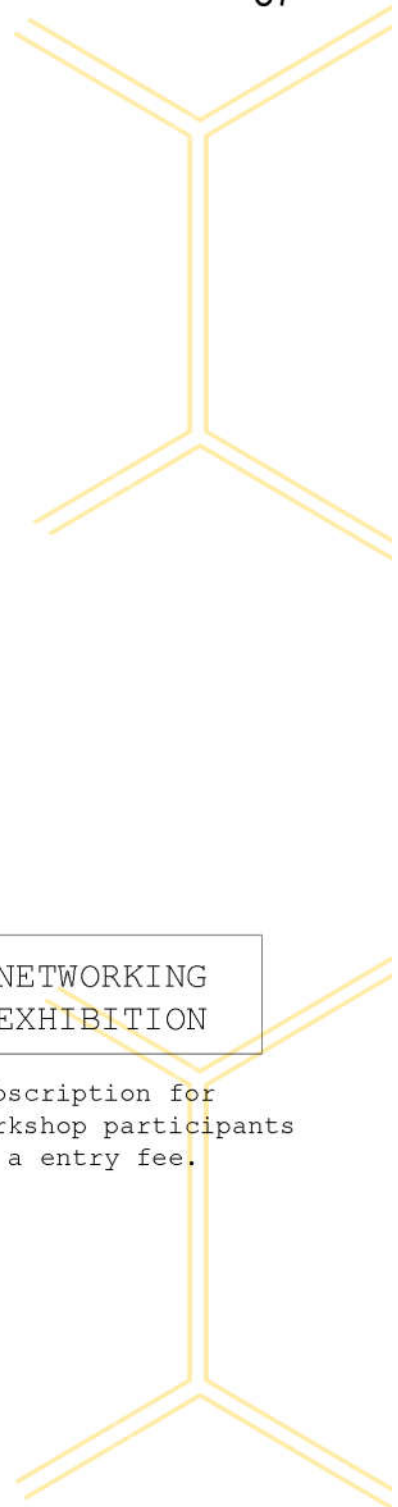
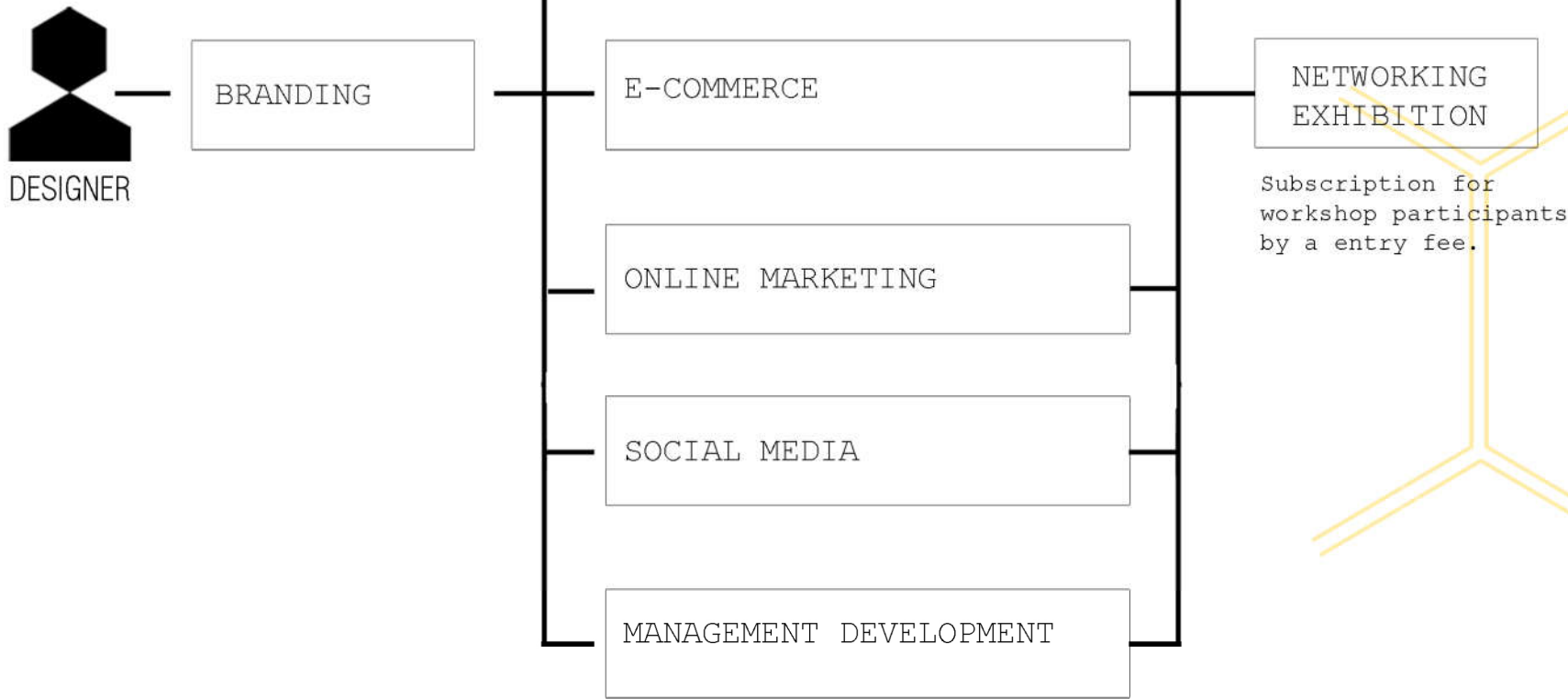
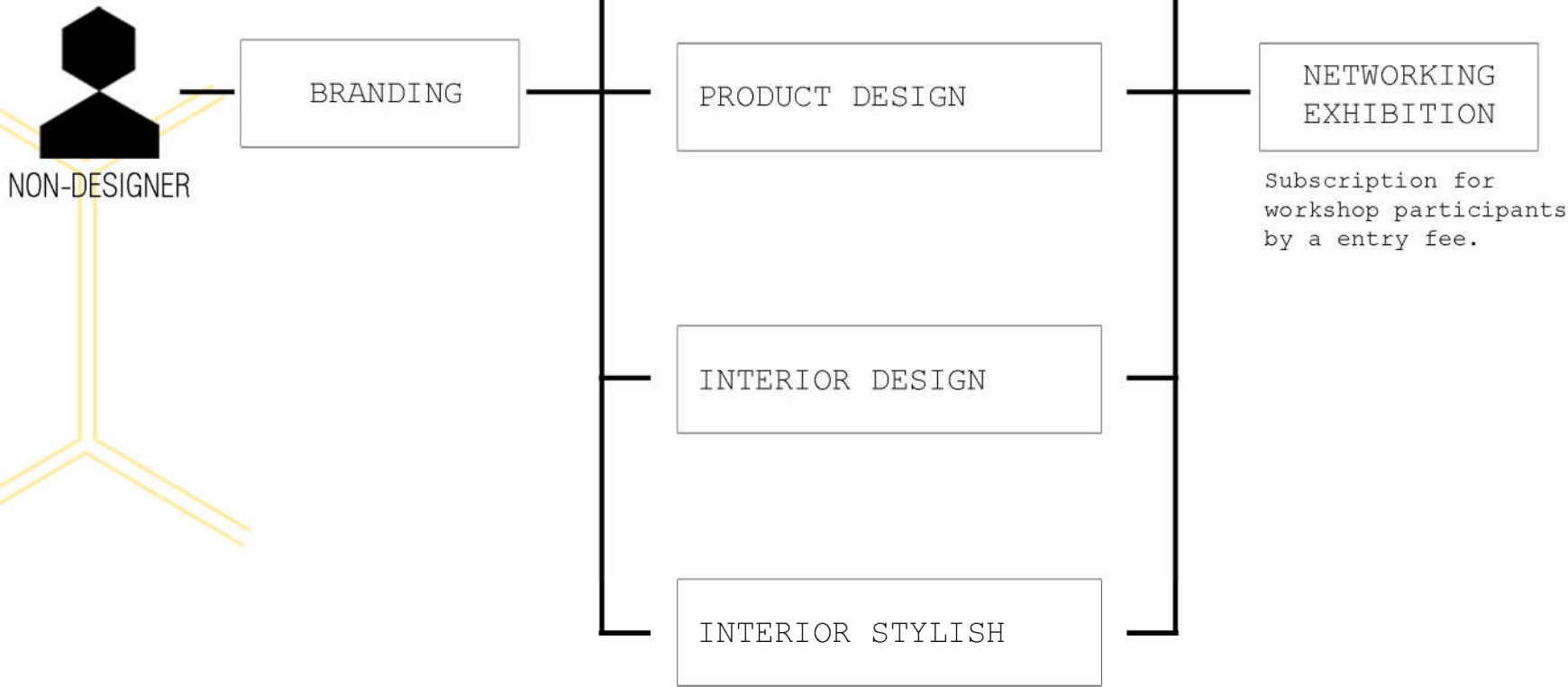
With a basic skill  
We create knowledge what you want to learn.





# WORKSHOP

## COURSE OVERVIEW





# A BRANDING WORKSHOP

COURSE OUTLINE

WORKSHOP: A BRANDING WORKSHOP  
DURATION: 2 - days/ 12 hrs.



Business owners      sale representative teams  
marketing teams      general people

OBJECTIVES: aims to understand a basic knowledge of brand and branding.  
learners is to understand what the difference is between brand  
& branding in order to go in a right way basically.

## DAY 1

- What is the difference between brand and branding?
- What is a brand?
- Why brand matters to business?
- What is brand charismatic brand?
- What is a branding?
- The 5 disciplines of branding by the brand gap  
Marety Neumeier's disciplines
- What is a brand value?
- What is a brand mission?
- What is a brand vision?

## DAY 2

- What is a brand personality?
- What is a brand language?
- What is a brand identity?
- Case study
- Competitor
- Guest speaker  
It depends on a workshop registered as it is the  
tailor-experience for teams(company) & individual.
- Practice & Presentation  
Assignment is to evaluate what you understand
- Certification

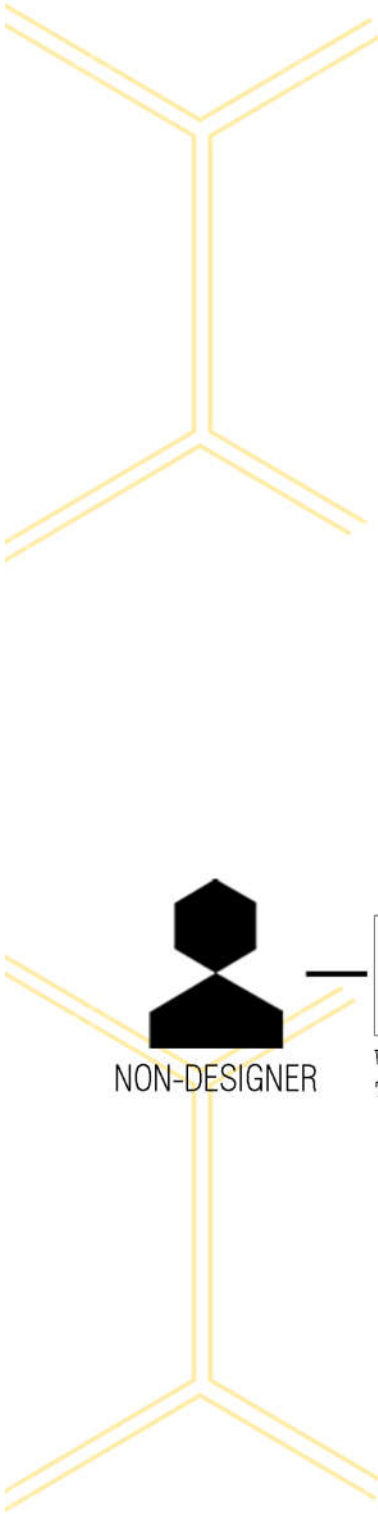
# SHORT COURSE

CONCEPTUAL DIAGRAM

**We are the creators  
as the bee,  
we provide a  
holistic learning.**

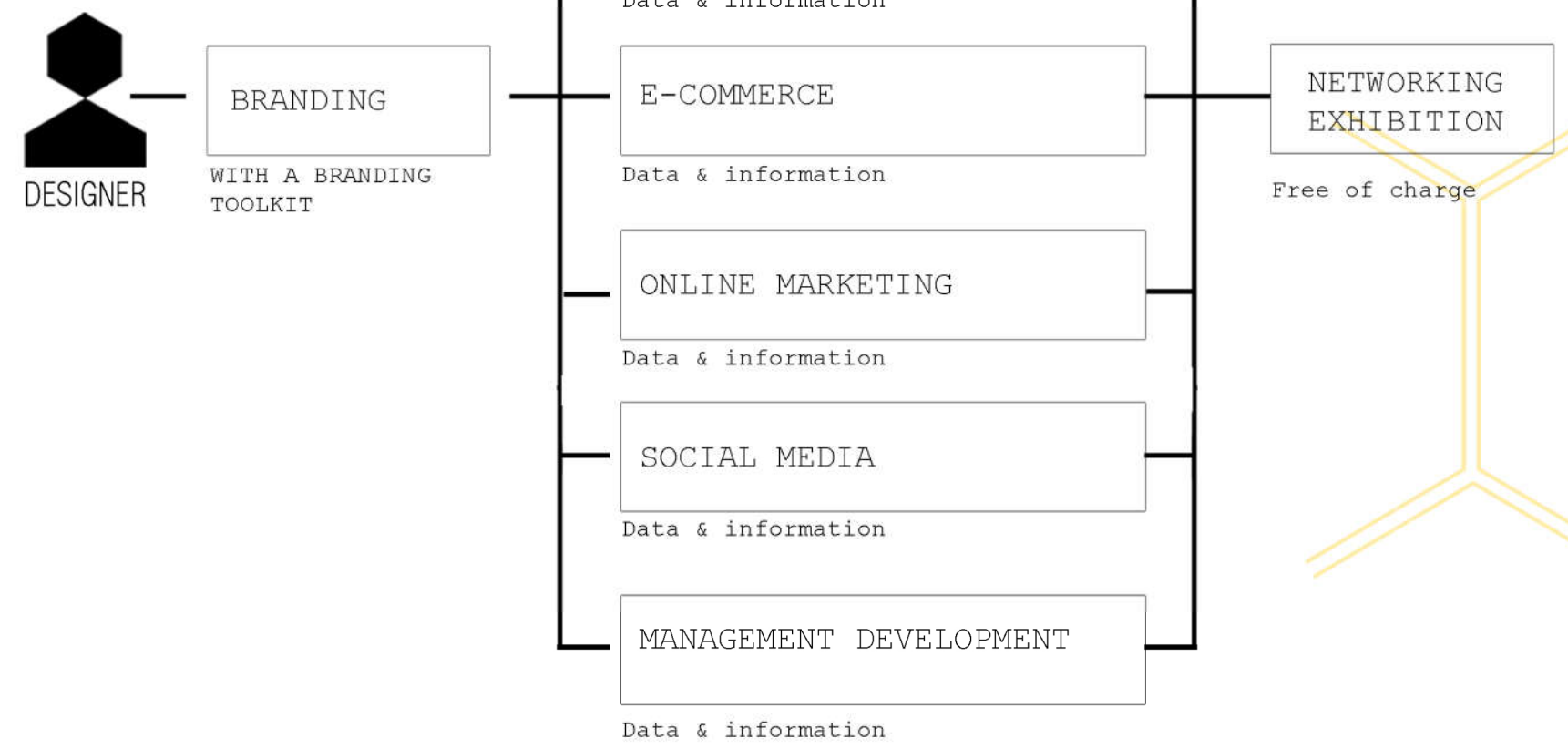
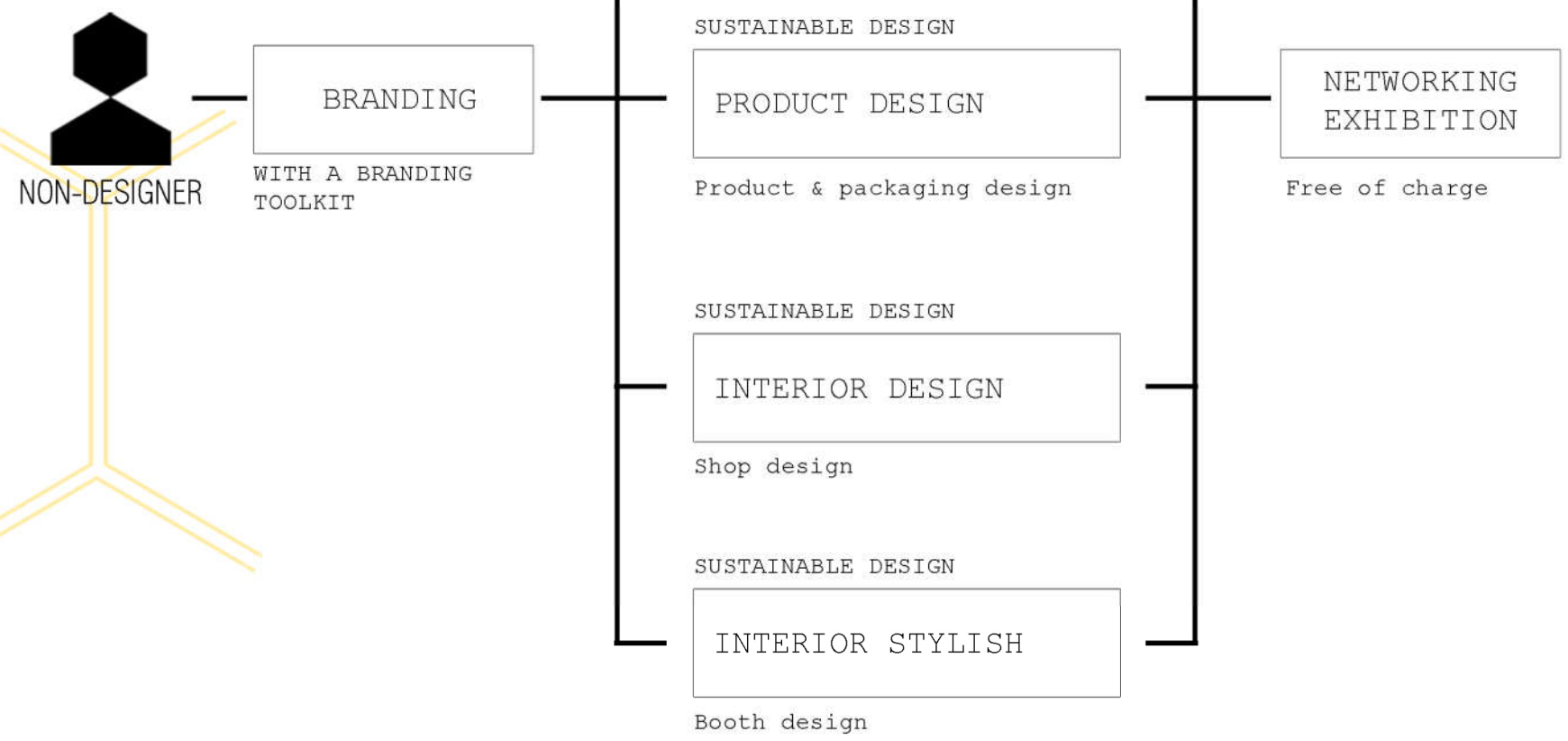






# SHORT COURSE

## COURSE OVERVIEW



# A BRANDING COURSE WITH A BRANDING TOOLKIT

## COURSE OUTLINE

**COURSE:** HOLISTIC BRANDING COURSE


**DURATION:** 60 hrs/ 10 weeks

**OBJECTIVES:**

Aims to understand the more depth of process of building a brand step-by-step.

Create a differentiation to develop the brand of your business.

Learners will get a working file in order to develop in better business.



Business owners	Public relation teams
Marketing teams	General people
Sale teams	

**COURSE OUTLINE:**

The fundamentals of branding strategy and design step-by-step.

The process of branding a brand as follows:

- Brand core - Emotional brand
- Brand identity - Physical brand
- Brand interaction - Product

The fundamentals of brand gap

Case study & Competitor



# A BRANDING COURSE WITH A BRANDING TOOLKIT

## COURSE OUTLINE

WEEK 1	<b>Testing the 5W1H question toolkit</b> Presentation <b>Business analysis</b> Case study Competitor		
WEEK 2	<b>Brand gap</b> Point of pairity - POP Point of difference - POD <b>Brand positioning</b>	<b>1st guest speaker</b> Successful & failure case study Find the right competitor & case study Sharing work experience	
WEEK 3	<b>Introduction of building a brand</b> What is brand building? What are brand and product definition? <b>Brand core</b> Brand value, Brand mission & Brand vision		
WEEK 4	<b>Brand core</b> Brand personality & Brand language <b>What makes you this ONLY?</b> 5W1H question by Marty Neumeier	<b>2nd guest speaker</b> Idea, Inspiration Conceptual approach to brand concept Sharing work experience	
WEEK 5	<b>Brand identity</b> Brand attribute Brand benefit Brand name Strapline		
			WEEK 6
			WEEK 7
			WEEK 8
			WEEK 9
			WEEK 10

**Brand identity**  
Brand story-telling  
Brand message  
Brand image

**Product & service**  
What is your product or service?  
Who - people  
When - time  
Where - place

**3rd guest speaker**  
Past, present & future of business, brand, product & target to forecast a trend of business

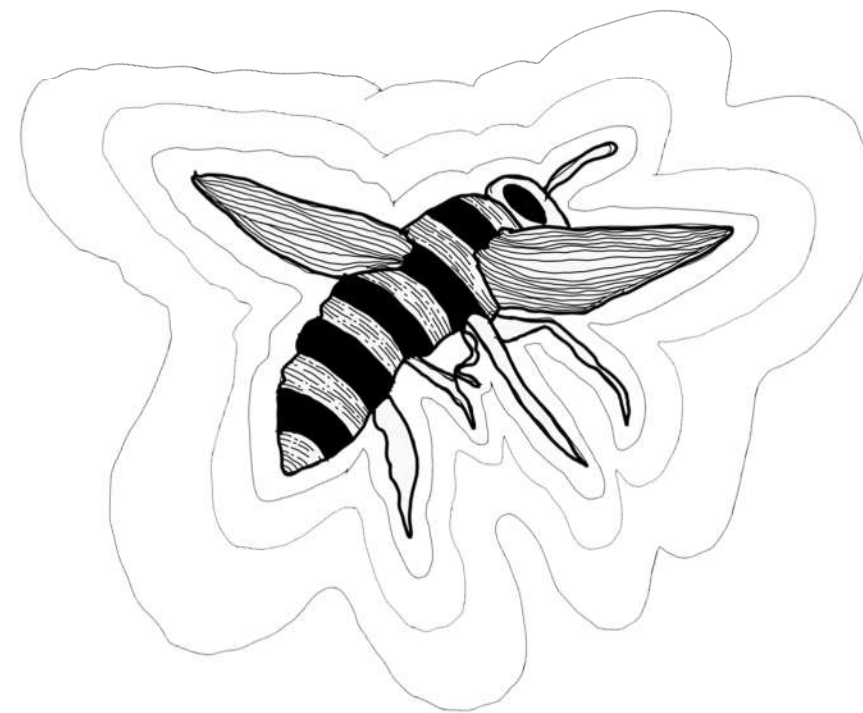
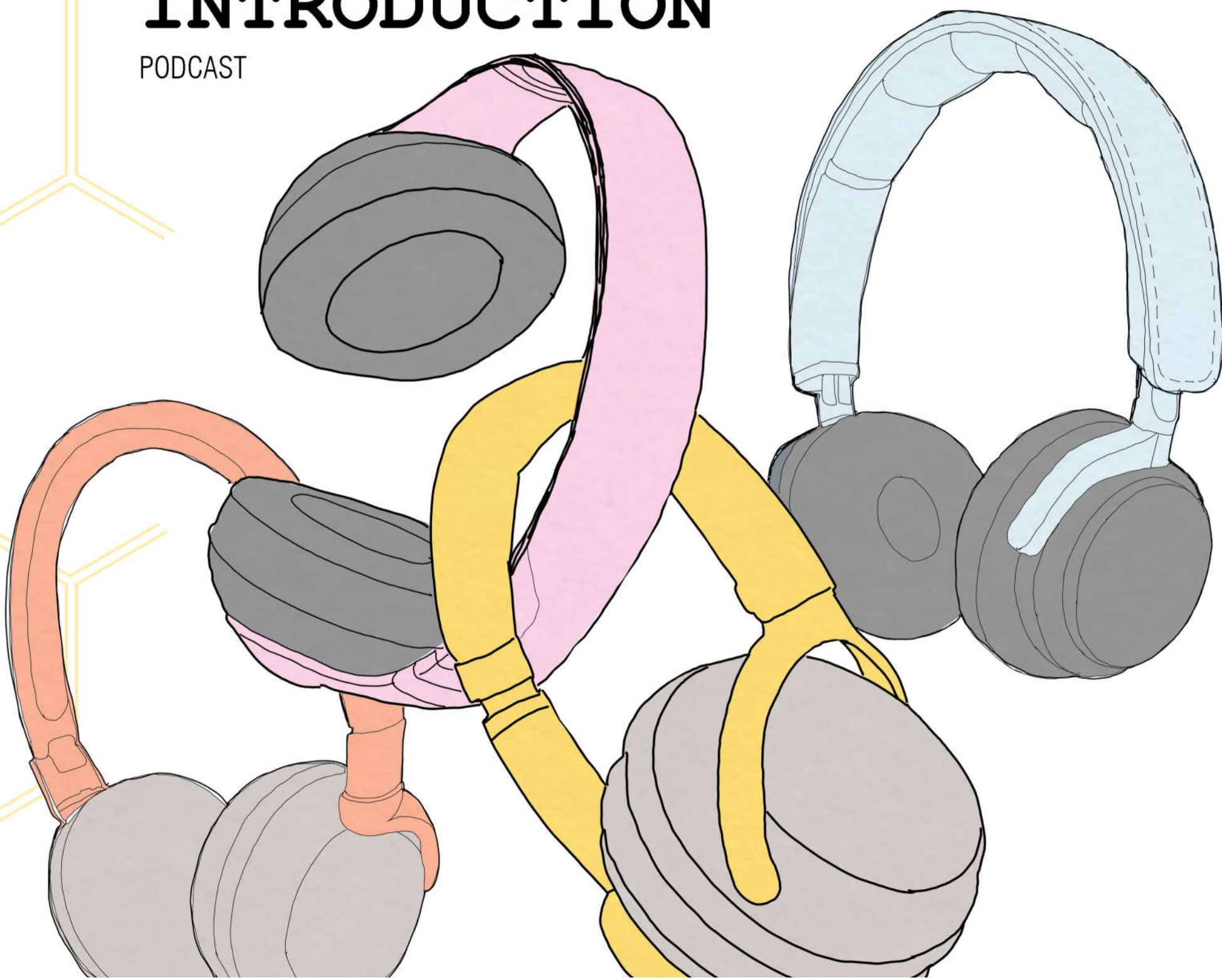
**Testing the building a brand toolkit**  
Presentation to tutor  
**The process of development of a working file**

**Presentation the development stage to the 3 guest speakers**  
**The process of development of a working file**

**Final-presentation with a working file**  
**Certificatation**  
  
Note: we will wait to see your business to display within a networking exhibition in order to promote your brand of business.

# INTRODUCTION

PODCAST



Holistic brand & business academy plays a vital role in educating Thai local and small business people in design and managerial skills in order to enhance in better businesses in Thailand.

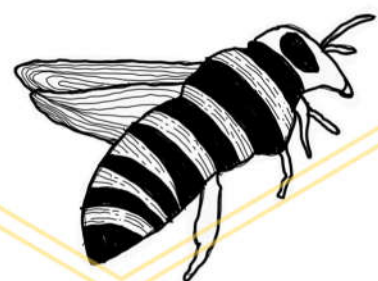
This podcast that is part of the Holistic brand & business academy is used for marketing purpose to communicate about our academy.





# A CONCEPTUAL APPROACH

WHY IS PODCAST?



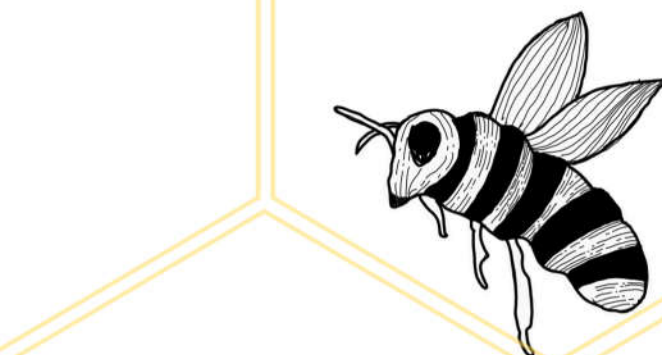
PODCAST

# 44%

of listening podcast of  
Thai people in 2020.  
This is the new digital  
trend coming in  
Thailand.

Basically, podcast is used for marketing purpose in order to be the part of online advertising. The one important thing is the tool to perceive your brand and business.

Nowadays, in Thailand podcast that is not the massive competitors is suitable for particular brands.



# A CONCEPTUAL APPROACH

## WHY IS PODCAST?

For Thai user behaviours, the Thai people like to listen and watch, it makes many online channels especially Youtube successful at the moment as a result of that.

On the other hand, Youtube has many advertisements to insert during watching it. The result is many people prefer listening than watching currently. Unfortunately, there are so many Thai people not to know what is podcast?



**An entertaining tool**

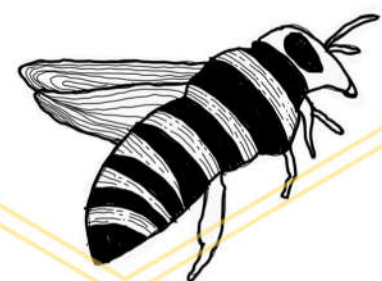
**An educational tool**





# A CONCEPTUAL APPROACH

WHY IS PODCAST?



GEN  
X - Y



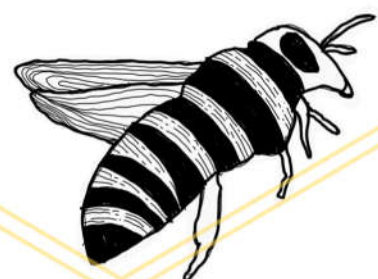
PODCAST

are the most significant generations of listening. Podcast that is the tool is easy to access this sort of generations.



# WHAT IS A BE(E) CREATIVE PODCAST?

## RATIONALE



***WE ARE THE BEES,  
ACT LIKE THE BEES  
& WE ARE CREATORS.***



**PURPOSE:** A be(e) creative podcast's purpose is to edutainment for business people especially SMEs business in Thailand - in order to inspire and influence to their business. On the other hand, the aims is to promote the educational programs of Holistic Brand & Business Academy.

## WHAT IS EDUTAINMENT?

Edutainment is the combination of education & entertainment which relate to the academy's purpose in order to educate people.





# WHAT IS A BE(E) CREATIVE PODCAST?

## CONTENT

We is to provide 3 episodes for our podcast.



***WE ARE THE BEES,  
ACT LIKE THE BEES  
& WE ARE CREATORS.***



**EP.0:** Introduction of our podcast

**EP.1:** A brand as a person, a person as a brand

A guest speaker has a unique character. The story behind of the 1st episode is "a brand as a person, a person as a brand through the guest's journey."

Besides, the guest is currently working with many Thai SMEs businesses in order to develop the brands and design of their products.

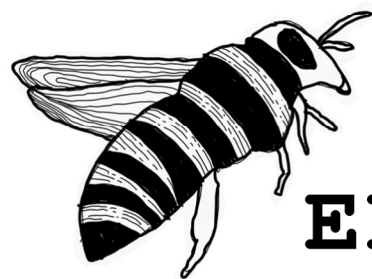
**EP.2:** Being a unique brand is not easy

A guest speaker has been currently having her own business with her partner. Her business is about an invitation cards which is unique at that moment when they were doing this product in Thailand.

Unfortunately, there are so many copycats of her products especially design. That's why this episode is about the unique brand. On the other hand, she and her partner took a workshop, a short course especiallt the toolkit before her interview. Therefore, her study experience through our offers are the part of interview of this episode.



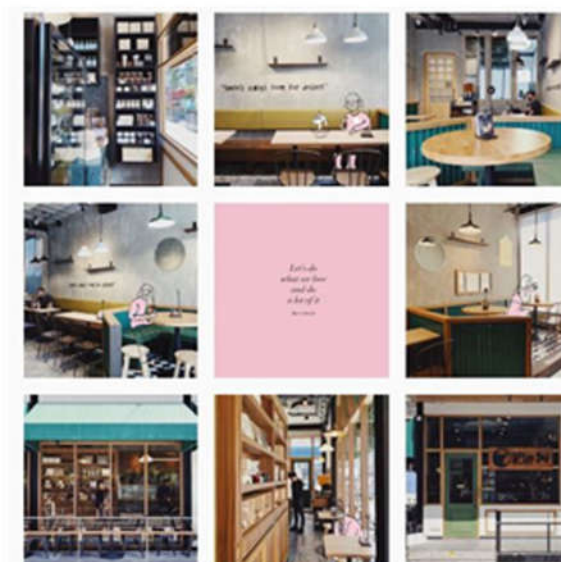
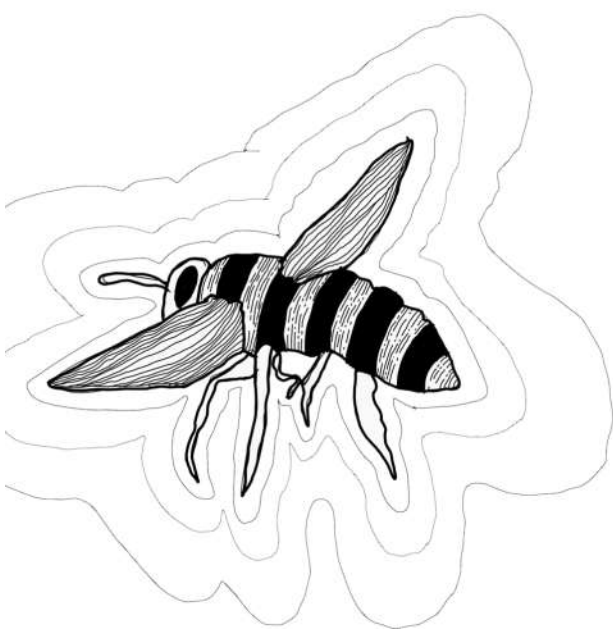
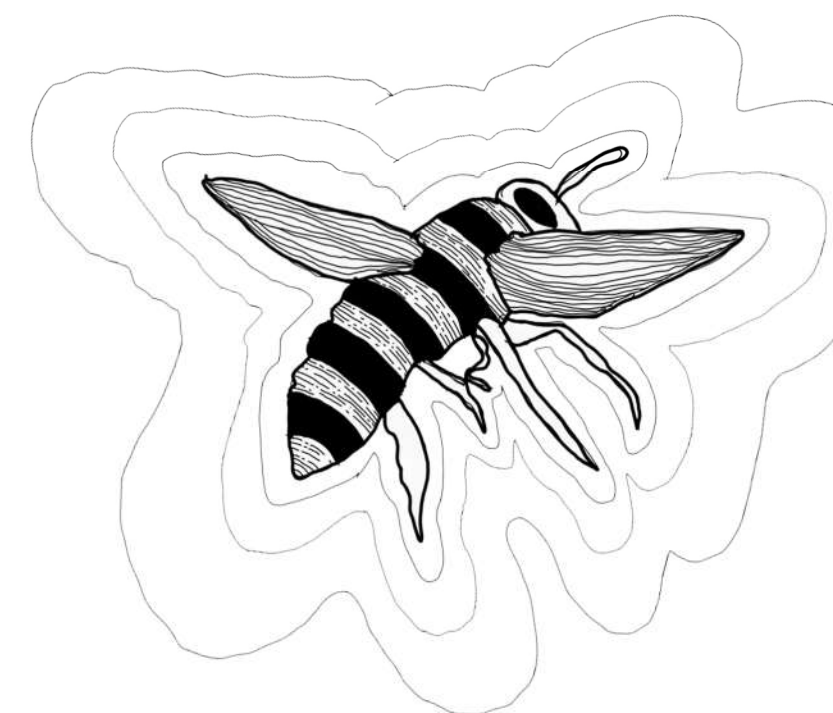




## EP.1: A brand as a person, a person as a brand.

### CONTENT

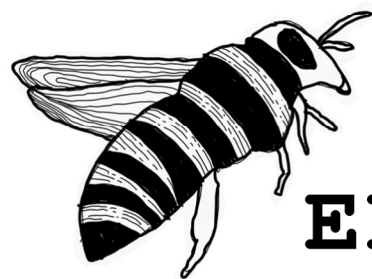
**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**



K. Pumate Techabanjerd,  
Owner and Founder at Huippudesign



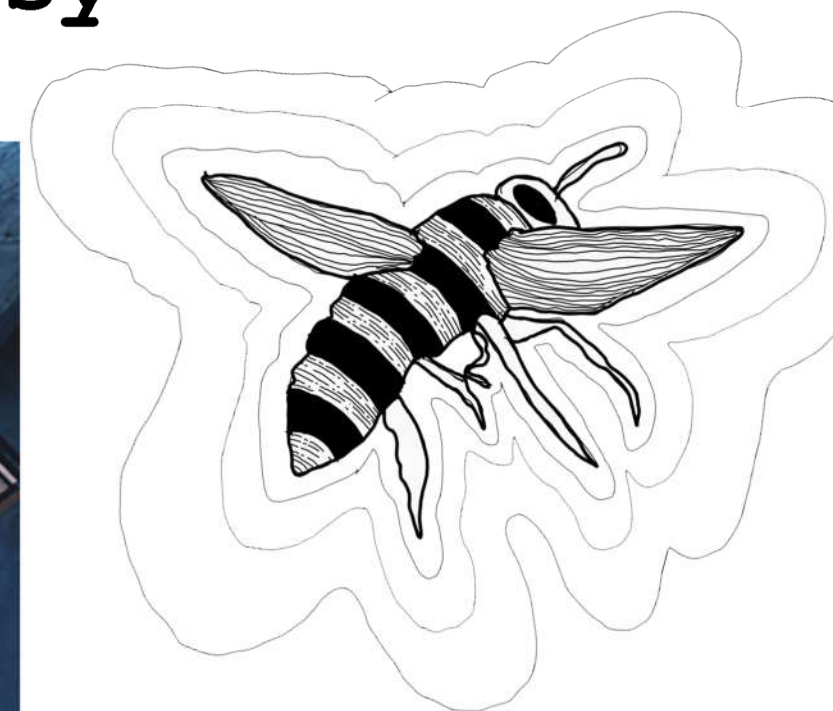




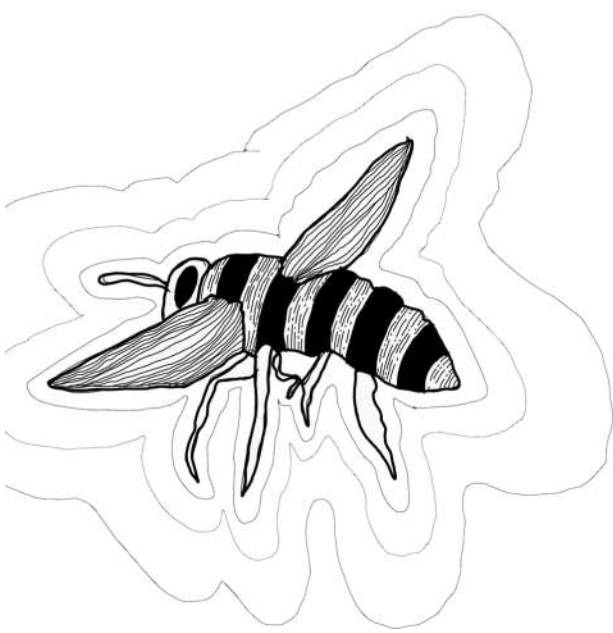
## EP.2: Being a unique brand is not easy

### CONTENT

**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**



K. Daruswat Wattanarojjananikorn,  
Owner and Founder at Marigold by in between





**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**



# **VISUAL IDENTITY**







## WHY IS A BEE CREATIVE PODCAST?

### RATIONALE

As for our belief, we that are the bees act like the bees; we are the creators. This is a bee buzz!

**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**

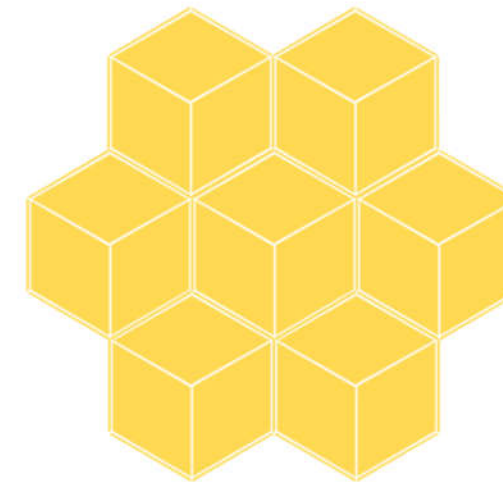
Therefore, everyone is also the bee in our creative community and we would like educate Thai people with creative aspect of our purpose.

As for podcast's purpose, the be(e) creative podcast aims to inspire people what we provide through our content.

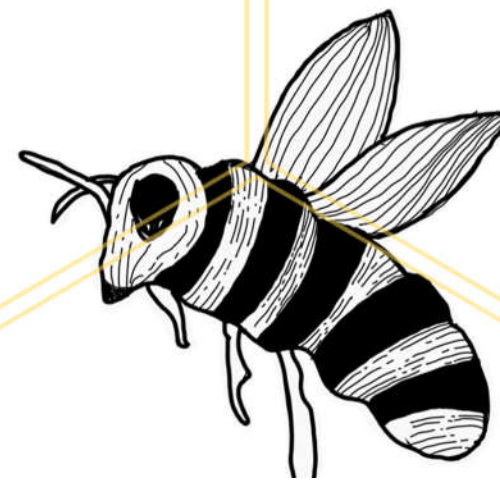
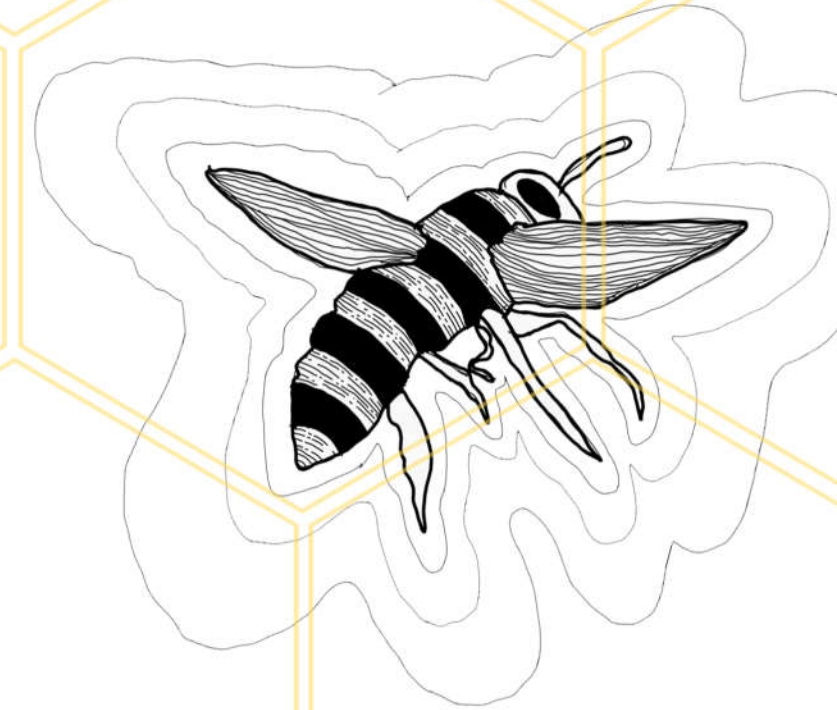
We do not want to offer a serious thing; we, however, want them to think in creative way as us.

Besides, content is not only about business people's story and experience, it is also the conceptual approach way of their creative thinking.

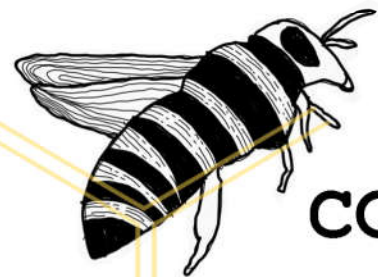
### LOGO



**BEE  
CREATIVE**







## COVER PAGE

**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**

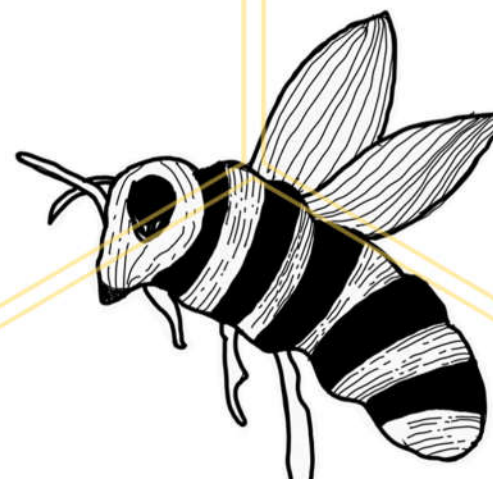
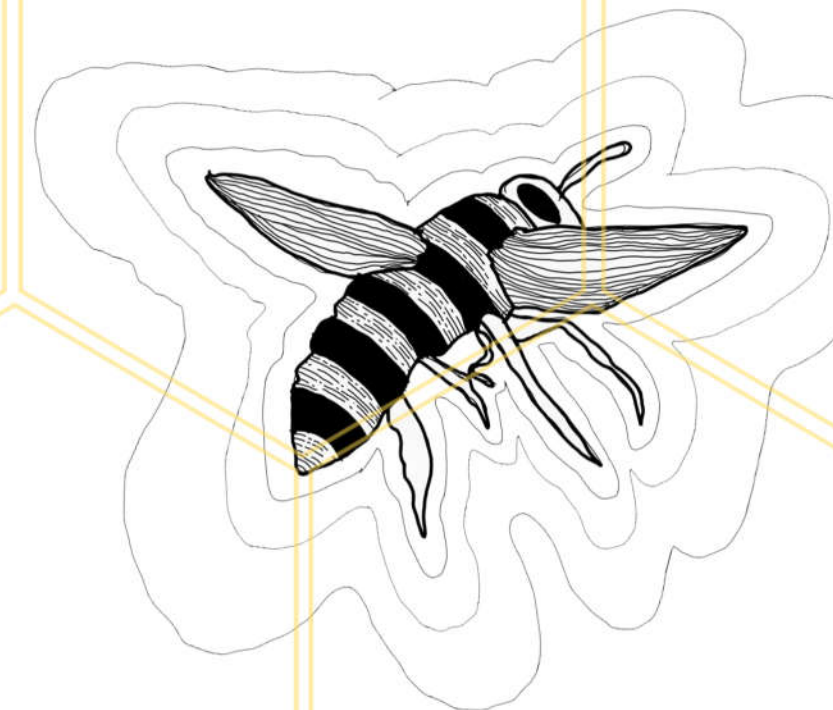
## PODCAST



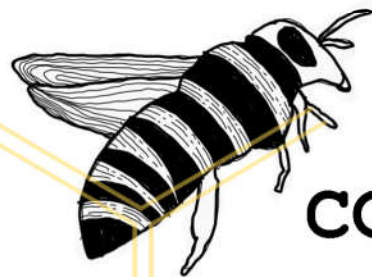
**EP. 0**  
INTRODUCTION



**BEE**  
CREATIVE







## COVER PAGE

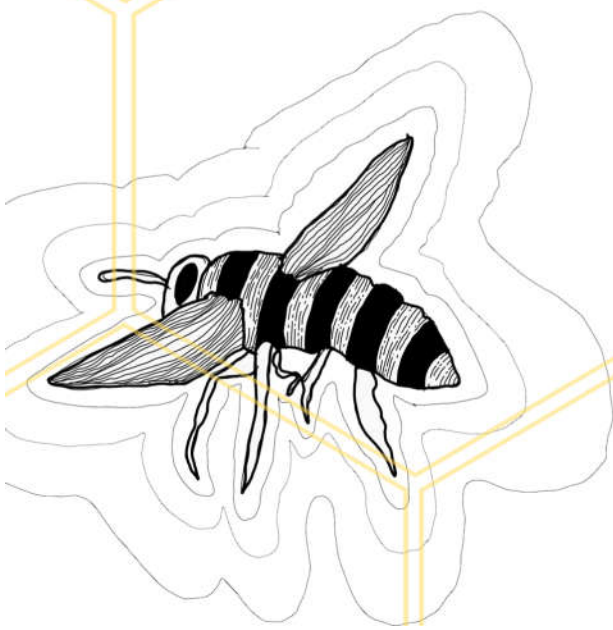
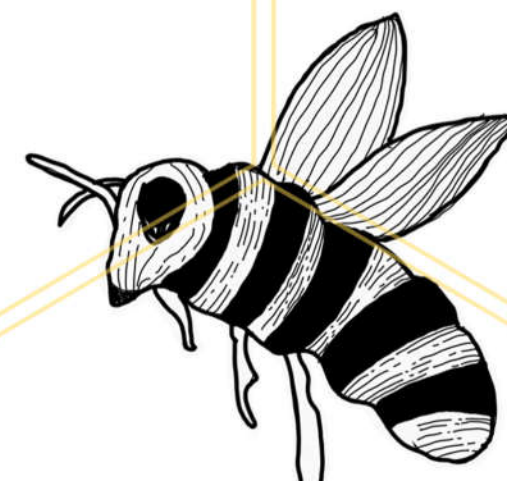
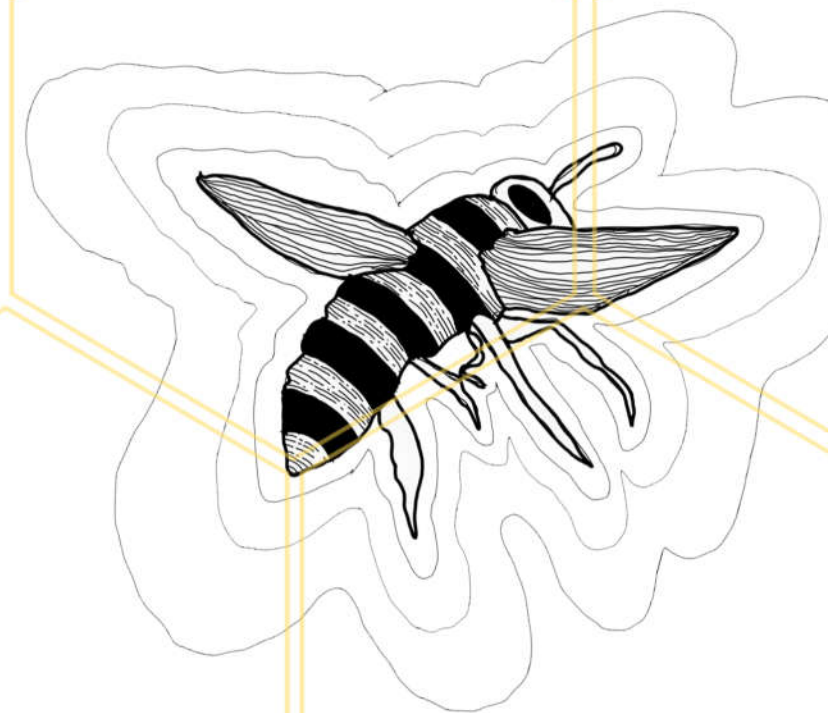
**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**

## PODCAST

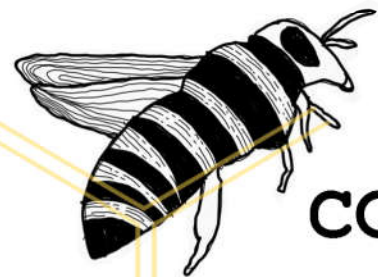


## EP. 1

A BRAND AS A PERSON,  
A PERSON AS A BRAND  
10 STEPS OF THE JOURNEY.







## COVER PAGE

**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**

**PODCAST**



**EP. 2**

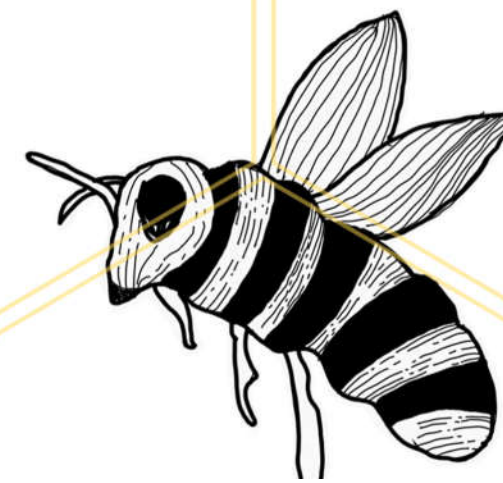
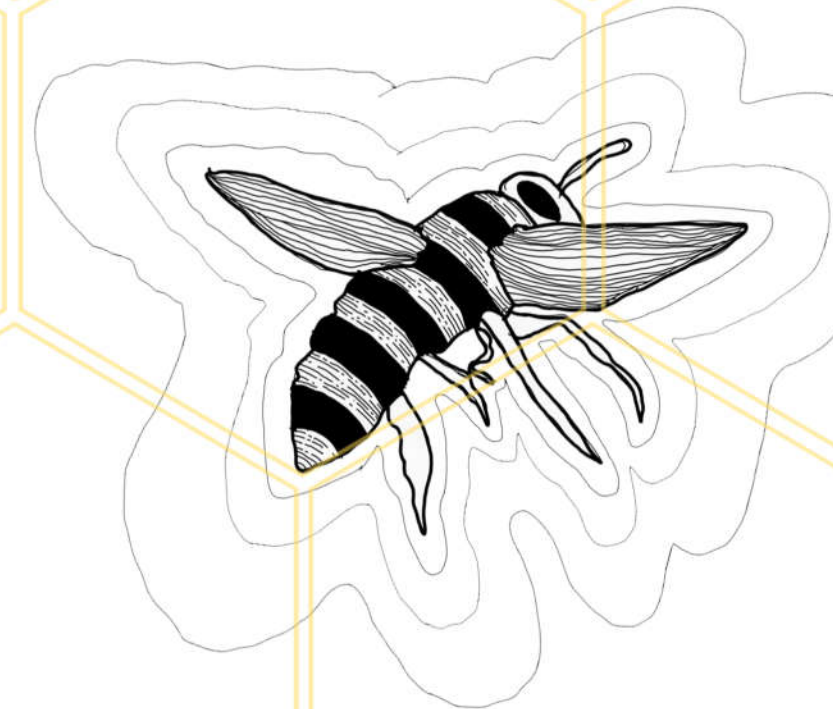
BEING A UNIQUE BRAND  
ISN'T EASY.



HOLISTIC



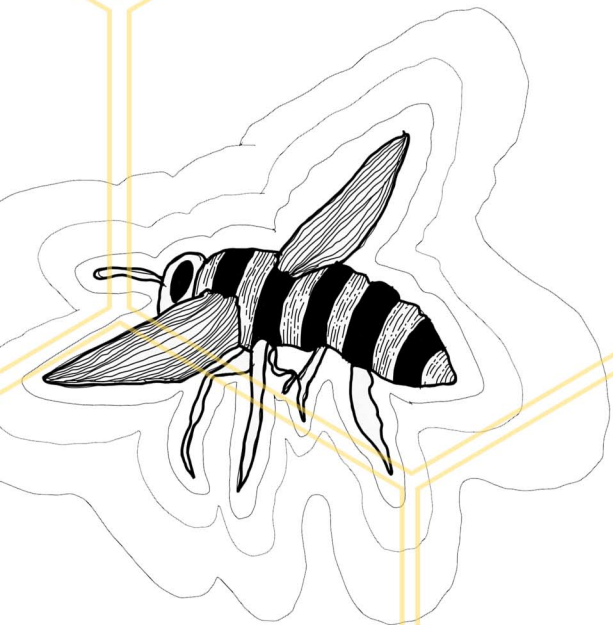
**BEE**  
CREATIVE







**WE ARE  
THE BEES,  
ACT LIKE  
THE BEES  
& WE ARE  
CREATORS.**



## ADDITIONAL RESOURCES

YOUTUBE CHANNEL: Holistic Brand&Business Academy

**LINK:** <https://www.youtube.com/channel/UC3UMgewlHKwKg-ouEgGtYJg>

### A TOOLKIT LINK:

Video Presentation

<https://youtu.be/4369aqF2zxY>

<https://youtu.be/Ar3FQedUp6o>

Testing

**The 5W1H question toolkit (0:30-43:12)**

**The building a brand toolkit (2:09:36-2:51:24)**

<https://www.youtube.com/watch?v=1CL6Od1o8u0&list=PLK5k-1CiosJ6uraLtapYlbiE8fesldBsZ>

### A WORKSHOP LINK:

**A BRANDING WORKSHOP**

<https://www.youtube.com/watch?v=xCdGPnRi8UI&list=PLK5k-1CiosJ5TcGbtHmQ7vsKbLVrU47xO>

### A SHORT COURSE LINK:

**A HOLISTIC BRAND COURSE (43:13-2:09:35)**

<https://www.youtube.com/watch?v=1CL6Od1o8u0&list=PLK5k-1CiosJ6uraLtapYlbiE8fesldBsZ>

### PODCAST LINK:

EP.0: <https://www.youtube.com/watch?v=kSsOYu9cWcA>

EP.1: <https://www.youtube.com/watch?v=L4vI3eGFQJw>

Life & work experience **(00:00:00-1:04:53)**

Work with partner in different background **(1:04:54-1:14:41)**

Thai SMEs business **(1:14:42-1:52:25)**

EP.2: <https://www.youtube.com/watch?v=ELM5-6qc6rs>

Work experience **(00:00:00-16:20)**

Design legal in Thailand **(16:20-31:30)**

Workshop, course and toolkit exprience **(31:30-57:22)**

Bibliography can be found in the final report

