



# HERITAGE BRAND EVOLUTION CANVAS

## TODAY

## TOMORROW

### Brand Pillars

What are the positive attributes associated with our brand that must endure?

### *From:* Brand Limiters

Are there attributes associated with our brand that hold it back?

### *To:* Brand Enablers

Are there attributes that if associated with our brand could unlock new opportunity?

### Consumer Evolution

What are the new needs, tensions, and expectations of our growth consumer? What opportunities does this afford to the brands that solve them?

### Origin Story

What in our origin story is inspirational and instructive?

### Moments

What are the moments from our history to be celebrated?

## OUR TIMELESS TRUTH

### Category Evolution

What is changing in our category to which the brand must respond in order to stay relevant?

### Cultural Evolution

What is emergent in the culture surrounding our category that is having impact and offering opportunity?

### *From:* Brand Identifiers

Historically, what experiential assets have enabled our brand recognition?

### *To:* Iconic Brand Assets

How will our experiential assets be strengthened, simplified or elevated?