

# My Brand's Mission

## What are you committed to today in order to achieve your vision of the future?

Now you have your vision, you need to define your mission. This is a specific commitment to your customers, or a commitment to an idea or feeling which will help guide the actions of your brand. It's how you'll earn the trust of your audience whilst taking steps towards your vision.

*For example: **Butternut Box** - "We're putting the food back into dog food because we think dogs deserve better."*

*For example: **Google** - "To organise the world's information and make it universally accessible and useful."*

*For example: **Costa** - "To save the world from mediocre coffee."*

Day by day, week by week and year by year your brand should consistently deliver on your commitment/s. If Butternut Box started to produce poor quality dog food, they would erode the trust of their customers, resulting in fewer orders and the inability to achieve their vision.

### My MISSION