

## Step 1

CULTURE	CLIENTS	VOICE	FEELING	IMPACT
Confident	Young	New	<b>Relatable</b>	Exploration
Unapologetic	Empowered	Diverse	Transformative	Discovery
Nerdy	Confident	Young	Engaging	<b>Creativity</b>
Passionate	Multi-faceted	Noticeable	Empathetic	Connection
Counter-cultural	Spirited	Emotional	<b>Approachable</b>	
Intellectual	<b>Artistic</b>	<b>Eccentric</b>	Accessible	
Groundbreaking	Unconventional	Distinct	Interesting	
Vibrant	Teenagers	Compassionate	Fresh	
Social Media	Identity	Supportive	Unpolished	
Unique		Approachable		

## Step 2



Lindsay is a 16-year-old girl in her sophomore year of high school. She lives with her parents and two younger brothers, and works part-time at a record store. She wants to go to college to study character animation. Her needs are Individuality, Identity, and Empowerment.

## Step 3

Define Your Brand by way of answering the questions:

- What need are you meeting in the life of your client?
  - Merchandise for smaller subcultures that other stores may not provide
- How is the Brand mentoring the client to become who or what they want to become?
  - A place to explore creativity and identity

Define the brand according to the Primal Branding guide:

- What is the Brand's Creation Story?
  - As a refuge for alternative subcultures to thrive

- What is the Brand's Creed?
  - "Come as you are, and there is a place for everyone."
  - From LinkedIn: "At Hot Topic we pride ourselves on being the destination of pop culture and music merchandise. We do this by hiring the best people, having the best product, and providing the best customer experience for our one-of-a-kind fans."
  - From the employment page, titled "Working Here is The Sh\*t": "Our HQ is based in the City of Industry, CA in a newly designed, converted warehouse space. We have an open, collaborative work environment (no iron gates. Well...maybe :) with some sweet perks: on-site cafe, fitness center, chiropractor, masseuse, & fitness instructors."
- What are the Brand's Icons?
  - generally musicians, e.g. Gerard Way, Brendon Urie, Patrick Stump, Lana del Ray
- What are the Rituals associated with the Brand?
  - Hanging out in the mall, listening to certain types of music, experimenting with unconventional fashion, piercings and hair dye, media consumption
- Who are the pagans or non-believers?
  - More traditional, primarily older consumers
- What are the sacred words of the brand?
  - Emo, goth, punk, alternative, weeb, cringe, slay
- Who is the leader of the brand?
  - Young influencers online who are embracing and developing the punk/emo/nerd cultures