

THE LESSON WORKSHEET

How to Build a Brand People Remember and Trust

Nuno Bamberg

This worksheet pairs with Nuno Bamberg's lesson on VettedCV. Watch the video first, then use each section to test whether your brand is building memory, relevance, and trust that can outlast paid attention.

NAME

BRAND

DATE

01 ARE YOU STUCK IN THE VANITY LOOP

Paid media can create impressive numbers while it is running. Nuno's test is harder: if the investment stopped, would people still remember you, choose you, and talk about the impact your product or service had on them?

If you paused paid media tomorrow, what would still make people remember and choose your brand?

Where are you currently buying attention but mistaking it for brand memory?

What evidence shows that people care about your brand when there is no promotion, launch, or paid reminder?

02 BUILD A POINT OF VIEW BEFORE THE PRODUCT

Brands that last have a recognizable point of view that goes beyond mainstream category messaging. Nuno points to Dove as an example: the brand built memory by expressing a clear perspective on people's relationship with beauty, rather than relying on a cycle of product launches, influencers, and campaigns. Your point of view does not need to challenge a conversation others are avoiding, but it should be distinct enough that people recognize it as yours.

Review your last five social posts or ads. If your logo disappeared, could a competitor credibly put its logo on the same work? Why or why not?

CHECK WHAT IS TRUE TODAY

- ☐ Our recent work expresses a perspective that is specific to us.
- ☐ The point of view matters to people even when they are not ready to buy.
- ☐ Our product demonstrates the point of view rather than replacing it.

NUNO'S RULE

If a competitor can put its logo on your work without changing the message, you have content, but not yet a point of view.

Complete this sentence in plain language: We believe _____ about our category, and we demonstrate that belief by _____.

What perspective could your brand contribute that people would recognize as distinctly yours?

03 MAKE THE BRAND CONSISTENT EVERYWHERE

Consistency is more than using the same logo, colours, and type. The brand's values should feel coherent wherever someone meets it: in advertising, online, in store, through the product, and in customer service.

Without discussing it with anyone, write the three words that best define your brand's personality.

WORD 1

WORD 2

WORD 3

Now ask one person in operations, one in finance, and one in customer service to do the same. Where do their words match yours, and where do they split?

CHECK WHAT IS TRUE TODAY

- ☐ A customer would experience the same core values in our advertising and our service.
- ☐ Teams outside marketing can explain what the brand stands for without a script.
- ☐ Our brand can vary its tone without contradicting its values.

Which touchpoint currently feels least like the brand you intend to build? What must change there first?

04 TREAT PEOPLE AS A COMMUNITY

A demographic is something you target for conversion. A community is something you serve and participate in. Nuno's self-check is simple: have you given people something useful that did not carry an immediate expectation of a sale?

What have you created or done in the last 90 days that genuinely helped your audience without steering them directly to a transaction?

CHECK WHAT IS TRUE TODAY

- ☐ We have answered a real customer question without turning the answer into a product pitch.
- ☐ We give the community a reason to participate, respond, or share with one another.
- ☐ People recommend or defend the brand when we are not present.
- ☐ Our relationship with the audience continues between campaigns and buying cycles.

NUNO'S RULE

If every interaction carries an immediate expectation of a transaction, you are treating people as a demographic to convert, not a community to engage.

05 MEASURE MOVEMENT NOT JUST REACH

Reach can be bought. Lasting brands look for a deeper signal: people remember the brand, share its story, bring it into culture, and act on what it means to them.

Which campaign metrics currently look strong but tell you little about long-term relevance or trust?

What would show that people were moved, not merely reached? List the behaviours, stories, referrals, or cultural signals you could observe.

NUNO'S RULE

Stop measuring only how many people you reached. Start measuring how many people you moved.

06 YOUR BRAND BUILDING ACTION PLAN

Choose three changes that will strengthen memory, relevance, or trust beyond the next campaign. Make each first step small enough to begin this week and specific enough to verify.

Priority 1 - The brand-building change I will make:

First step this week:

Signal that will show it is working:

Priority 2 - The brand-building change I will make:

First step this week:

Signal that will show it is working:

Priority 3 - The brand-building change I will make:

First step this week:

Signal that will show it is working:

Capture the names, examples, evidence, and conversations you want to return to after completing the worksheet.

Nuno Bamberg is Senior Vice President of Brand and Marketing at Sleep Country, where he leads brand growth and cultural integration through expansion and acquisitions. Born in Salvador and raised in Sao Paulo in a creative family, he became fascinated early by how advertising shapes human behaviour and culture. After leading major accounts for Mondelez and Unilever in Brazil, he immigrated to Canada and built a nearly decade-long career at Publicis, eventually directing more than 275 creative professionals and work for global brands. At Sleep Country, he helped launch the Sleep Daddy campaign with Eugene Levy and saw the brand enter culture organically during a Drake album release. His approach centres on relevance, community trust, human connection, and leadership grounded in kindness.

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