



Proutist Universal Branding Strategy

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The concept

Prout has an almost universal appeal. P.R Sarkar propounded a socio-economic system that encompasses all aspects of human governance, with the incredible capacity to adapt to the unique features of each culture of the world. Thus, we also need to develop a branding strategy that recognizes this and is able to appeal to individuals with very distinct worldviews and ideals. It is imperative to create a cohesive image that at the same time speaks particularly to each human being on the planet. In order to do that, we have created an overarching strategy, defining clearly what sets us apart, our differentiation factors, as well as our language. Then we need to create a distinct strategy for each population segment, identifying the proper channels of communication, particular methods of engagement (i.e language) and prompting their needs and desires.

In order to best identify each target audience, we have used the theory of Spiral Dynamics.

Spiral Dynamics

Spiral Dynamics Integral (SDi) is a theoretical and pragmatic model for understanding the dynamic forces at work in human development and change processes. Knowledge about SDi is extremely valuable for both understanding the versatile needs (values and motives) of individuals, teams, organizations and society and for aligning them in the most optimal and effective way.

SDi is a conceptual framework and perspective, enabling us to map complex human issues with clarity, and supporting us to develop a new view on society, organizations and people.



Proutist Universal Global Office

The SDi change dynamics tools are characterized by its clarity, integrality and compassion. The SDi framework and its tools have been successfully applied internationally to achieve transformations on an individual level, in teams and in organizations and in local communities and societies as a whole.

Spiral Dynamics Integral gives insight in the various value systems (or values, motives, and/or colors) of people. Value systems reflect the preferences in different worldviews, assumptions and intrinsic motives in people and in organizations. They differ per person and are determined by a person's neurological 'wiring' (talents and upbringing) and the perception of their life conditions. Intrinsic motives strongly determine our perception, our thoughts, our emotions, our actions and our avoidance mechanisms. Value system show how people think and why we do as we do.

Branding strategy

Brand Identity

Name(s): Proutist Universal Global office, Prout Global

Slogan (to be worked on): Thriving people, thriving planet

Values, Mission and Vision

Vision – A thriving world, where resilient local communities provide for essential requirements of life to everyone, in harmony with nature and all created beings, and where everyone has the scope to fully develop themselves physically, psychologically and spiritually.

Mission – Prout is acknowledged as an alternative to capitalism and communism.

Values – Neohumanism

What is our Unique Selling Point?

An integral vision to a prosperous future for our society.

What does our audience get from us which they can't get anywhere else?

An integral socio-economic theory, which is sustainable, just and progressive. A vision, and hope for the future.

Points of differentiation

- . A clear vision for the future
- . An integral understanding of Life
- . Applicable in any context



Positioning

“We help society, who is resentful of the problems of unhinged capitalism, corruption, increasing wealth disparity, lack of options to project and build an alternative to the capitalism system. Contrarily to our governments, we have a vision of the future based in an integral understanding of individuals and communities”

Brand personality

The sage (Jung archetypes)

Motto: The truth shall set you free

Desire: To know the truth

Fear: To be deceived or ignorant

Strategy: Continually seek for more knowledge

Image guides

Prout Global is	Prout Global is not
Intelligent	Academic
Visionary	Dreamer
Ethical	Conformist
Spiritual	Spaced-out
Inclusive	Careless

Brand colours

Blue – Loyalty, logic, Serenity, safety, trust

Orange – Courage, trust, innovation, friendly, energy, heat

Target Audience

Value Systems

Orange “Prosperity”

Rationality: Act in your own self-interest, compete for success

The archetype

Seeks truth and meaning in individualistic terms -hypothetico-deductive, experimental, objective, mechanistic, operational -- "scientific" in the typical sense. The world is a rational and well-oiled machine with natural laws that can be learned, mastered, and manipulated for one's own purposes. Highly achievement oriented, especially (in America) toward materialistic



gains. The laws of science rule politics, the economy, and human events. The world is a chess-board on which games are played as winners gain pre-eminence and perks over losers. Marketplace alliances; manipulate earth's resources for one's strategic gains. Basis of corporate states.

Psychography

What does your audience fear most:

Religiosity, socialism

What does your audience desire most:

Prosperity, Human Rights, Legal Freedoms, Free Markets, Scientific and Economic Progress

What are the words that our audience uses when describing the problem we solve:

Corrupt, anti-democratic, Socialism

What are the pain points do they have on similar solutions in the market:

They promote degrowth, they promote deaccelerating economic progress

What sorts of topics and activities is our audience interested in:

Economy, Self-development, Science

Brand idea

Individual development through collective progress.

✓ How will they benefit from our services?

Prout supports small scale capitalism, promoting the transition from corporations into worker owned businesses.

Discourse guidelines

Scientific, Intelligent, Principled, Pragmatic, Unconformist

Font

Gill Sans Nova

Communication Channels

In appropriate social media channels/groups, magazines, newspapers, and books, such as on the theme of business or science, economy or industry.

Green “Community”

Rationality: Seek peace within the inner self and explore, with others, the caring dimensions of community.



The archetype

Communitarian, human bonding, ecological sensitivity, networking. The human spirit must be freed from greed, dogma, and divisiveness; feelings and caring supersede cold rationality; cherishing of the earth, Gaia, life. Against hierarchy; establishes lateral bonding and linking. Permeable self, relational self, group intermeshing. Emphasis on dialogue, relationships. Basis of value communities (i.e., freely chosen affiliations based on shared sentiments). Reaches decisions through reconciliation and consensus (downside: interminable "processing" and incapacity to reach decisions). Refresh spirituality, bring harmony, enrich human potential. Strongly egalitarian, pluralistic values, social construction of reality, diversity, multiculturalism, relativistic value systems; this worldview is often called pluralistic relativism . Subjective, nonlinear thinking; shows a greater degree of affective warmth, sensitivity, and caring, for earth and all its inhabitants.

Psychography

What does your audience fear most:

Extreme right, societal collapse, injustice, environmental collapse

What does your audience desire most:

Harmony, acceptance, explore feelings, reach consensus, community, sustainable economics, bottom up development

What are the words that our audience uses when describing the problem we solve:

Corrupt, unfair, anti-democratic, individualistic

What are the pain points do they have on similar solutions in the market:

Lack of an all- encompassing solution, lack of spirituality and introspection

What sorts of topics and activities is our audience interested in:

Environment, sharing, spirituality, communication

Brand idea

We build resilient grass-roots communities. An economic system for everyone.

✓ How will they benefit from our services?

Prout stands for progressive socialism, based on cooperatives and worker ownership, with a cap on wealth.

Discourse guidelines

Intelligent, Personal, Honest, Humble, Harmonious



Font

Gill Sans Nova

Communication Channels

In appropriate social media channels/groups, magazines, forums, newspapers, and books, such as alternative media platforms and on themes such as ecovillage movements, sustainability, environment.

Yellow “Integrative”

Rationality: Live fully and responsibly with authenticity.

The archetype

Life is a kaleidoscope of natural hierarchies [holarchies], systems, and forms. Flexibility, spontaneity, and functionality have the highest priority. Differences and pluralities can be integrated into interdependent, natural flows. Egalitarianism is complemented with natural degrees of ranking and excellence. Knowledge and competency should supersede power, status, or group sensitivity. The prevailing world order is the result of the existence of different levels of reality (memes) and the inevitable patterns of movement up and down the dynamic spiral. Good governance facilitates the emergence of entities through the levels of increasing complexity (nested hierarchy).

Psychography

What does your audience fear most:

Rarely fearful, bureaucracy

What does your audience desire most:

Integrative structures, knowledge, principles, freedom, clear vision, a value system, flexibility

What are the words that our audience uses when describing the problem we solve:

Undemocratic, unhinged capitalism, bureaucratic

What are the pain points do they have on similar solutions in the market:

Lack of an all- encompassing solution, lack of direction, lack of a clear strategy, not based on values

What sorts of topics and activities is our audience interested in:

Systems learning



Brand idea

We offer a new integral economic system based on values.

- ✓ How will they benefit from our services?

They are seeking for a systemic change in the way the government and the economy is run, Prout is an integral system of governance.

Discourse guidelines

Visionary, Intelligent, Honest, Pragmatic, Integrative

Font

Gill Sans Nova

Communication Channels

In appropriate social media channels/groups, magazines, newspapers, and books, such as academic and intellectual platforms, and on themes about transition movements, alternative currencies and systems.

Turquoise “Holistic”

Rationality: *Experience the wholeness of existence through mind and spirit.*

The archetype the turquoise audience

Universal holistic system, holons/waves of integrative energies; unites feeling with knowledge; multiple levels interwoven into one conscious system. Universal order, but in a living, conscious fashion, not based on external rules (blue) or group bonds (green). A "grand unification" [a "theory of everything" or T.O.E.] is possible, in theory and in actuality. Sometimes involves the emergence of a new spirituality as a meshwork of all existence. Turquoise thinking uses the entire Spiral; sees multiple levels of interaction; detects harmonics, the mystical forces, and the pervasive flow-states that permeate any organization.

Psichography

What does your audience fear most:

Chaos

What does your audience desire most:

Harmony, unity, global awareness, grows consciousness, do something here

What are the words that our audience uses when describing the problem we solve:

Corrupt, unfair, unnatural



What are the pain points do they have on similar solutions in the market:

Lack of an all- encompassing solution, individualistic, lack of synergy between all forms and forces in life

What sorts of topics and activities is our audience interested in:

Spirituality, healing, contemplation

Brand idea

We create a world based on respect for the entire creation.

- ✓ How will they benefit from our services?

They are looking for Neohumanism. We see the planet as a living organism.

Discourse guidelines

Visionary, Spiritual, Personal, Honest, Humble

Font

Gill Sans Nova

Communication Channels

In appropriate social media channels/groups, magazines, newspapers, and books, such as on themes about spirituality, alternative health, environmentalism.

Summary

<p>Orange</p> <p>Brand Idea: Individual development through collective progress.</p> <p>Discourse guidelines: Scientific, Intelligent, Principled, Pragmatic, Unconformist</p> <p>Channels: On the theme of business or science, economy or industry.</p>	<p>Green</p> <p>Brand Idea: We build resilient grass-roots communities. An economic system for everyone.</p> <p>Discourse guidelines: Intelligent, Personal, Honest, Humble, Harmonious</p> <p>Channels: On alternative media platforms and on themes such as ecovillage movements, sustainability, environment.</p>
<p>Yellow</p>	<p>Turquoise</p>



Brand Idea: We offer a new integral economic system based on values.

Discourse guidelines: Visionary, Intelligent, Honest, Pragmatic, Integrative

Channels: On academic and intellectual platforms, and on themes about transition movements, alternative currencies and systems.

Brand Idea: We create a world based on respect for the entire creation.

Discourse guidelines: Visionary, Spiritual, Personal, Honest, Humble

Channels: On spirituality, alternative health, environmentalism.