

# Brand Values Worksheet

**E-commerce Store:** Bath EcoShop

**Product Category:** Eco-friendly bath products

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**Identify 5 values that define the Bath EcoShop brand.**

Use the sticky notes from the [branding exercise](#) to identify similar themes.

1. Sustainability

2. Reliability

3. Integrity

4. Quality

5. Accountability

**Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through their giving program.**

- Donating to initiatives that save planet earth like donating to tree planting.
- Use sustainable materials

**Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through the content on their website and/or social media accounts.**

- Photos of tree planting.
- Committing to sustainable goals
- Affirming return policy