

CHARACTER/PERSONA

(How would you describe Brooklyn Youth Chorus if it were a person)

Open to New Ideas/Pioneering
Sophisticated/Worldly
Authentic
Curious
Soulful
Creative
Collaborative

TONE

(How Brooklyn Youth Chorus would sound if a person who is talking with its various audiences)

Instructive/Knowledgeable
Earnest
Passionate/Exuberant
Not Jaded/Humble

BROOKLYN YOUTH CHORUS

BRAND VOICE

LANGUAGE

(What kind of words would Brooklyn Youth Chorus use when talking with its various audiences)

Sincere
Informative
Innovative
Fresh vs Cliched
Muscular vs Flabby
Inclusive vs Esoteric or Snobby

PURPOSE

(What is the reason why Brooklyn Youth Chorus is speaking at all, why are the organization's Character/Persona, Tone of Voice and Language worth listening to; NB: "to" is implied before each verb)

Transcend (new music, new education & entertainment experience)
Teach (all audiences in eco system)
Transform (all audiences in eco system)
Entertain (families/donors/sponsors)
Engage (new students/donors/supporters)
Explore (new music)
Embrace (all audience in eco system; new musical form/genres)