



**A SIMPLE TO USE MEANINGFUL BUSINESS AND BRAND  
DEVELOPMENT MODEL THAT CONNECTS INSIGHTS, STRATEGY /  
BUSINESS DEVELOPMENT AND CREATIVITY.**

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*Heart* | *Body* | *Aura*

Jonas Bergvall 2016



# THE PHILOSOPHY

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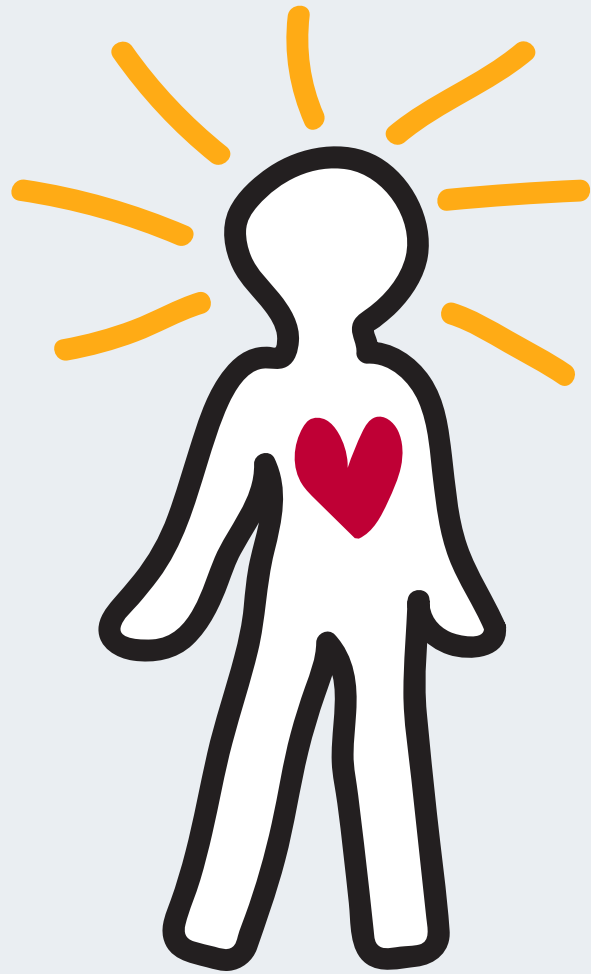
## YEARS OF EXPERIENCE

This may sound unsophisticated but I believe branding should be fun. After 20 years of using this model or that theory I have landed in the conclusion that it doesn't matter which model you use if you don't fully understand it. Complicated formulas not only take the fun out of the process but actually make the brand less effective because it runs the risk of becoming superficial. So I developed the **Heart, Body** and **Aura** concept. The idea is that this model should be so simple that you can get to something profound much quicker. A brand should be juicy – dripping with meaning, direction and clarity. Not just being a system of signals.

**THE HEART** is about *why* your brand exists. It's the fundamental story of how the brand perceives the world and the difference it seeks to make. (*Key process: True insights*).

**THE BODY** is the business model, the *how* you deliver the heart's intent. This ensures that the brand isn't just a pretty surface slapped on to a standard business model. (*Key process: Strategic imagination*).

**THE AURA** is the personality and the outward expressions of the brand. When guided by the heart it becomes less about whether blue or red is the most beautiful color but actually creating a meaningful experience. (*Key process: Bold creativity*).



**HEART**

**STORY:**

New understandings.  
Seeing things differently.

**BODY**

**SYSTEM:**

Creative business modelling  
based on the heart.

**AURA**

**STYLE:**

Outward expressions.



EXAMPLE 1

# THE MODEL APPLIED ON A COMPUTER BRAND.

<b>HEART</b>	<b>BODY</b>	<b>AURA</b>
<p><b>STORY:</b> New understandings. Seeing things differently.</p>	<p><b>SYSTEM:</b> Creative business modelling. (e.g. Constellations)</p>	<p><b>STYLE:</b> Outward expressions (e.g. Logo, colors, website, advertising, communication.)</p>
<p><b>CONVENTIONAL</b> Computers are function and rationality.</p>	<p><b>CONVENTIONAL</b> Speed, size and technology.</p>	<p><b>CONVENTIONAL</b> Products.</p>
<p><b>OUR STORY</b> We believe in human creativity.</p>	<p><b>OUR SYSTEM</b> Content. Computers are only as useful as the stuff you have on it.</p>	<p><b>OUR STYLE</b> People.</p>



EXAMPLE 2

# THE MODEL APPLIED ON A BEVERAGE BRAND.

<b>HEART</b>	<b>BODY</b>	<b>AURA</b>
<p><b>STORY:</b></p> <p>New understandings. Seeing things differently.</p>	<p><b>SYSTEM:</b></p> <p>Creative business modelling. (e.g. Constellations)</p>	<p><b>STYLE:</b></p> <p>Outward expressions (e.g. Logo, colors, website, advertising, communication.)</p>
<p><b>CONVENTIONAL</b></p> <p>A clear defined taste. (Orange, strawberry etc)</p>	<p><b>CONVENTIONAL</b></p> <p>Local producers.</p>	<p><b>CONVENTIONAL</b></p> <p>Price and taste.</p>
<p><b>OUR STORY</b></p> <p>Our own taste as part of something fun.</p>	<p><b>OUR SYSTEM</b></p> <p>A global brand.</p>	<p><b>OUR STYLE</b></p> <p>Experiences.</p>



# THE KEY PROCESSES

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## EXPLORATION

I hope you find this thinking super easy. Because, again, it's not the model that should be the challenge, but getting the results always is. Staying open minded and even a bit playful about it all makes the probability of creating a truly meaningful, effective and profitable brand much higher.

To ensure you get the best results from your brand development with us I emphasize the need for exploring the unorthodox. It's not about just any insights, but making *true* insights (enabled by our expertise in culture studies), *imaginative* strategic thinking (strategically eclectic) and *bold* creativity (which is much easier when following your heart's intent).

*THE CONSTELLATION\** around meaningful business and brand development, via the Heart, Body and Aura thinking, is growing.

*If you are interested in hiring me or partner with me please do not hesitate to send me an email. Also, if you would like a personal and more in-depth conversation about the Heart, Body & Aura model I offer both online and in person possibilities.*

*Email address: [jonas@bergvalls.com](mailto:jonas@bergvalls.com)*

*Have a great day / Jonas*

*\* A Constellation is a value driven joint venture and an important tool in the Body development tool box.*



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