

# MAD

## BRAND MANIFESTO MAD-LIBS EXERCISE

# LIBS



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**A manifesto is a declaration of your brand's beliefs, opinions, motives, and intentions. Develop the draft of your manifesto by filling in the blanks below.**

We are for:

Here's what we know for sure:

We believe in:

We want to live in a world where:

We embrace:

We want nothing more than to:

We care deeply about:

We hope to one day:

We feed off:

We will be responsible for:

We want to show the world: