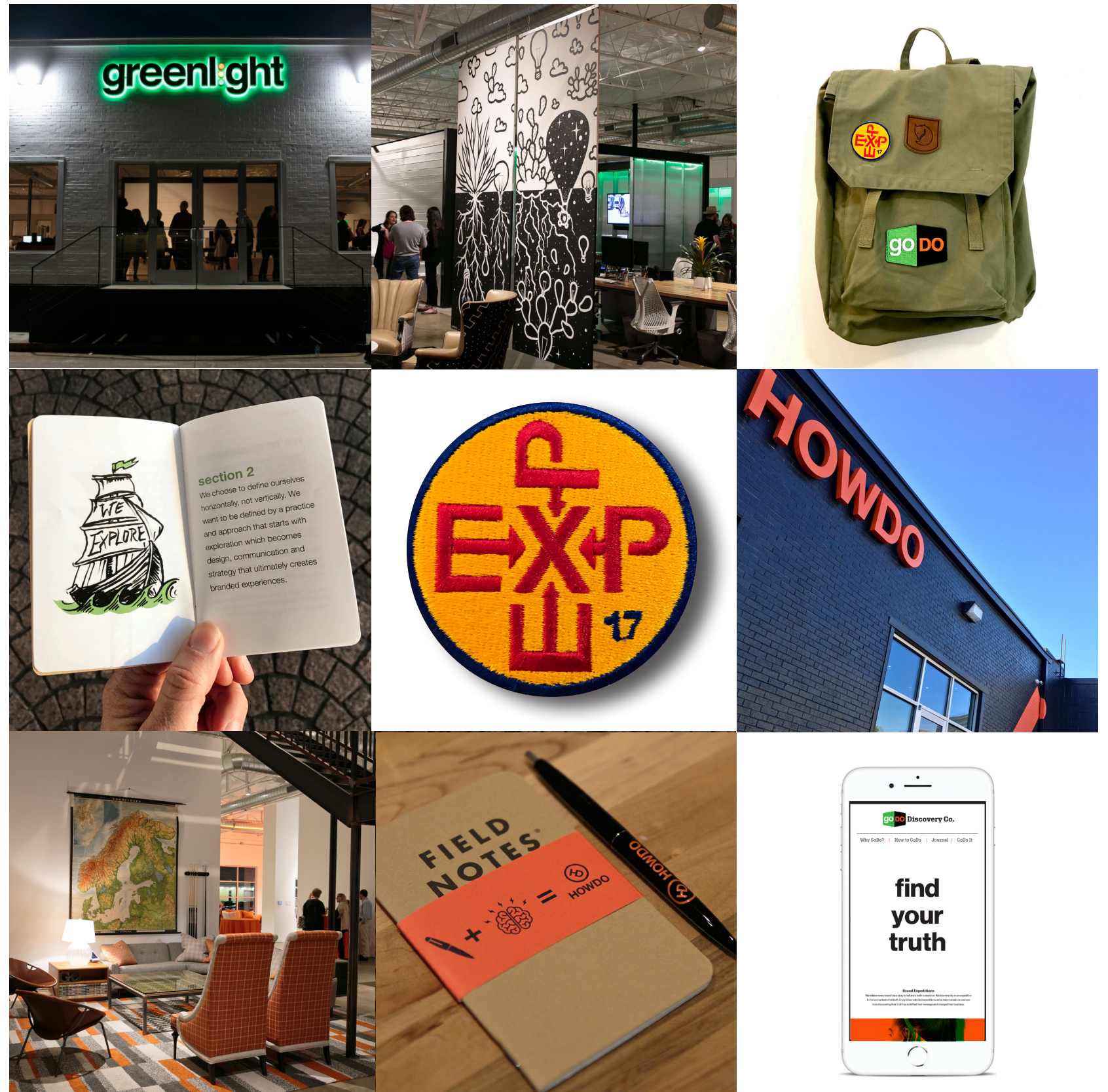




A **GoDo Session** is one the first possible steps in a relationship with the **GoDo Discovery Co.** We are dedicated to finding and activating your brand's truth; so when we have the opportunity to discover your brand's truth with the stakeholder's of your company, we can together activate your brand across the many opportunities your are presented with.

The following document is the **GoDo Discovery Co's Brand Truth**, an example of one of the common deliverables from a **GoDo Session**.

We believe that your internal audience is just as important as your external audiences, so your brand message should have a consistent voice in everything you do. Some examples of how we live our brand truth are visually expressed here >>



---

# Brand Truth

## CLIENT

---

**GoDo Discovery Co.**



---

# Brand Truth

## GoDo Discovery Co.

HOW/WHY	ARCHETYPE	TONE	MANIFESTO
---------	-----------	------	-----------

---



---

# How/Why

The words you say and choose during the many activities during your GoDo Session are vital to discovering your brand's truth. They bring perspective from a wide range of people, experiences and points of view that start building consensus on the most important aspects of your brand DNA.

Those words help us uncover the “why” your brand exists and the role it plays in your industry and for your customers. When we uncover the why, it places your brand in its true purpose-quadrant, which leads to the discovery of your brand's archetype.

FROM THE BRAND DECK

GoDo Discovery Co. is:

Crafted  
Curious  
Free  
Experimental  
Authentic  
Imaginative  
Clever  
Open-minded

is not:

Brash  
Aggressive  
Raw  
Exclusive

is torn:

Adventurous/  
Daring

## FROM OUR WORDS (Seven Words)

---

# GoDo Discovery Co. is:

**Energetic**

**Playful**

**Restless**

**Authentic**

**Independent**

**Nimble**

**Community**

**People**

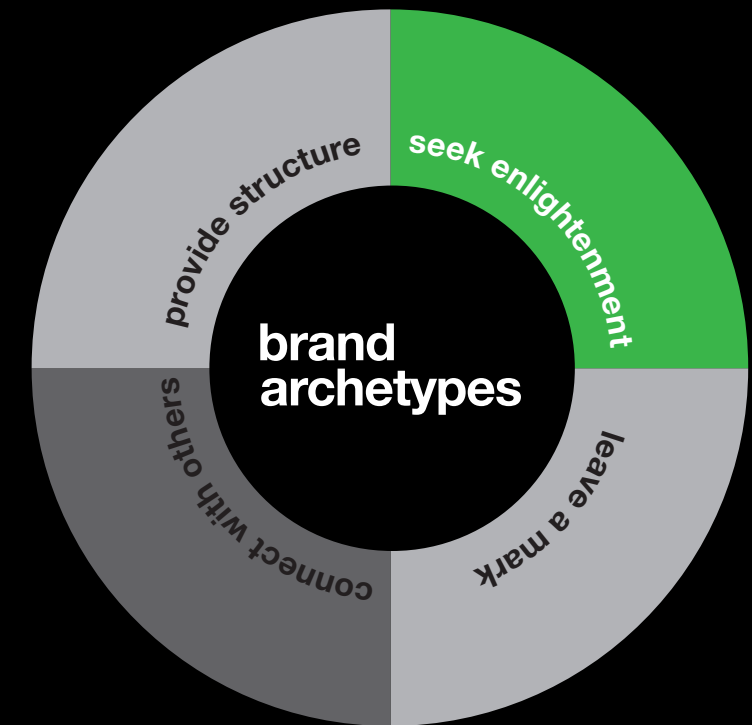
**Unique**

**Dedicated**

## WHY ARE WE HERE?

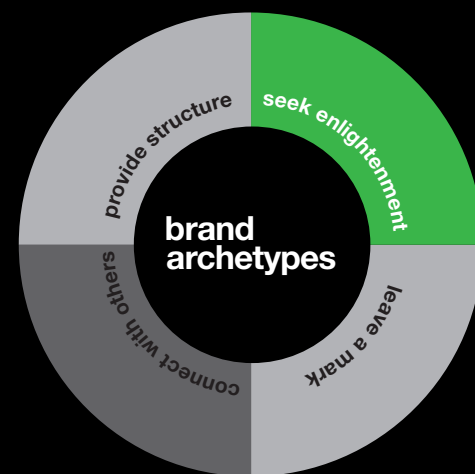
### GoDo Discovery Co. is here to seek enlightenment

Every brand is seeking something; the right product, the right business model, the right positioning, the right employee, the right message, the right campaign, the right logo, the right strategy. The right “anything” comes first from know who your brand is. Everything that follows is born from that truth. **GoDo Discovery Co.** exists to help brands find their truth so their future decisions have guidance and foundation. As brands are seeking what to do next, we are seeking the truth that will motivate their next move.



### greenlight

As an Explorer, **greenlight** shares the same purpose-quadrant as the GoDo Discovery Co. master brand. **greenlight** is constantly seeking and exploring ways to identify, execute and activate brand's truths.



### HowDo

As a Creator, **HowDo** exists to provide structure and balances the GoDo Discovery Co. master brand. **HowDo** exists to give brands a visionary space to express, create and foster their imagination.



## THE GODO DISCOVERY CO. ARCHETYPE

# The Explorer

**GOAL**

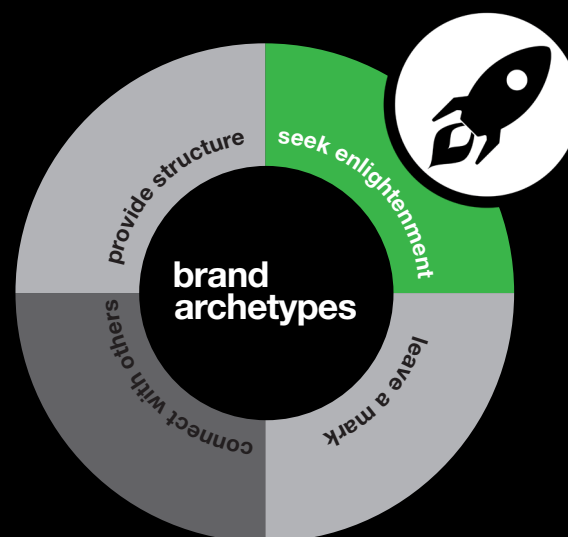
Finds fulfillment through **discovery** and **new experiences**

**TRAITS**

**Restless, adventurous, ambitious, individualistic, independent, pioneering**

**MARKETING NICHE**

**Exciting, risk-taking, pushing boundaries, authentic**

**EXPLORER SUB-ARCHETYPES****Adventurer**

The Adventurer is **daring** and **spontaneous**, with a “no fear” attitude. This sub-archetype is recognized by its taste for danger and thrill — the rush of adrenaline is its lifeline.

**Pioneer**

The Pioneer is known for being the first to **break ground**. **Innovative** and **driven**, this sub-archetype **blazes new paths**.

**Generalist**

The Generalist believes that the entire world is **open for experience** and therefore is stimulated to explore many divergent areas. The Generalist has a great **diversity of talents** and **knowledge**, and this broad understanding may earn him the label of a Renaissance man.

**Seeker**

The Seeker continuously **strives to grow and learn**. Tireless and ambitious, the Seeker **leaves no stone unturned** in its path to find meaning. Finding joy in **discovering**.



THE GODO DISCOVERY CO. TONE

---

Curious

Brave

True

Open

## THE GODO DISCOVERY CO. MANIFESTO

---

Every brand is on a journey to find their truth. The thing that defines who they are and why they're here. We launched **GoDo Discovery Co.** to help brands navigate that journey because we know when a brand finds their truth, they also find their authenticity. At a time in history when even objective facts are being questioned, what could be more important to consumers?

In 2006, we founded **greenlight** as a response to an industry that had lost its way. Far too many advertising agencies had become mindless machines more concerned with what they could charge than what they could deliver. So, we went the other way with a promise: to help move brands forward. And deliver measurable creative solutions along the way. Ten years later, we launched **HOWDO**, a collaborative meeting space for people and companies to workshop ideas that could inspire, engage, and propel. It was the physical manifestation of our mission.

Then we discovered our own brand truth: **greenlight** and **HOWDO** aren't separate entities. They're two parts of the same collective. One we now call **GoDo Discovery Co.** Part ad agency, part think space, **GoDo Discovery Co.** helps brands find their truth and then activate that truth across an ever-changing landscape of diverse channels and experiences.

There's a great big world of opportunity out there so when you're ready to explore the possibilities. let's **GoDo** it.

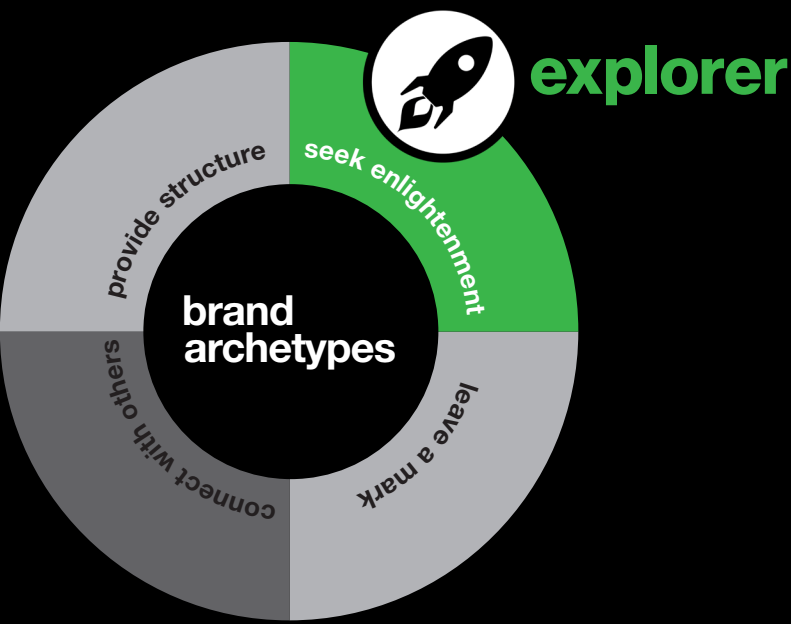
# Brand Truth

## GoDo Discovery Co.

ARCHETYPE

tone

MANIFESTO



Curious

Brave

True

Open

Every brand is on a journey to find their truth. The thing that defines who they are and why they’re here. We launched **GoDo Discovery Co.** to help brands navigate that journey because we know when a brand finds their truth, they also find their authenticity. At a time in history when even objective facts are being questioned, what could be more important to consumers?

In 2006, we founded **greenlight** as a response to an industry that had lost its way. Far too many advertising agencies had become mindless machines more concerned with what they could charge than what they could deliver. So, we went the other way with a promise: to help move brands forward. And deliver measurable creative solutions along the way. Ten years later, we launched **HowDo**, a collaborative meeting space for people and companies to workshop ideas that could inspire, engage, and propel. It was the physical manifestation of our mission.

Then we discovered our own brand truth: **greenlight** and **HowDo** aren’t separate entities. They’re two parts of the same collective. One we now call **GoDo Discovery Co.** Part ad agency, part think space, **GoDo Discovery Co.** helps brands find their truth and then activate that truth across an ever-changing landscape of diverse channels and experiences.

There’s a great big world of opportunity out there so when you’re ready to explore the possibilities. let’s **GoDo** it.