Brand Platform

Target Audience

TITLE: _____

DESCRIPTION: _____

_____

_____

TITLE: _____

DESCRIPTION: _____

_____

_____

TITLE: _____

DESCRIPTION: _____

_____

_____

Competitors

NAME: _____

HOW THEY'RE KNOWN: _____

_____

_____

NAME: _____

HOW THEY'RE KNOWN: _____

_____

_____

NAME: _____

HOW THEY'RE KNOWN: _____

_____

_____

Key Differentiators [how do we stand out from our competitors and meet our targets' needs]

1. _____

2. _____

3. _____

Brand Positioning Statement

To _____ , _____

     [target audience]   [brand/product name]

is the _____ that

     [product category]

_____

[key differentiator / unique selling proposition]

Brand Personality

_____   _____

[what we look, sound and act like]