

Brand Strategy

Company / Product Line

Date

HIERARCHY

Is your brand part of a family of brands or does it stand alone?

BRAND POSITIONING

How would you like to be viewed by others? Higher order and emotional positionings tend to do better than purely rational positionings. Most organizations now use a simple sentence, but the more classical template is included below.

For [your target market], the [your company name] is the [what makes you different] among all [competitive set] because [we do xyz].

PILLARS

These support the positioning and make it true.

PILLAR #1:

PILLAR #2:

PILLAR #3:

PILLAR #4:

PERSONALITY

If your company was a person, how would you hope people would describe you?

PROMISE

What will you be known for always delivery?

