



Experience Authentic Transformation

BRAND POSITIONING



BRAND POSITIONING STATEMENT

BRAND NAME

PRODUCT/PACKAGING/PRICE

MARKET SPACE

TARGET AUDIENCE

PROPOSITION

REASONS TO BELIEVE (RTB)

A large, empty rectangular box with a thick brown border, intended for writing the reasons to believe in the brand.

KEY DISCRIMINATOR

An empty rectangular box with a thick brown border, intended for writing the key discriminator.

BRAND ESSENCE

An empty rectangular box with a thick brown border, intended for writing the brand essence.

BRAND VALUE

A rectangular box with a thick brown border. The word "Functional:" is written in brown text at the top left of the box.

A rectangular box with a thick brown border. The word "Emotional:" is written in brown text at the top left of the box.

BRAND PERSONALITY



SUMMARY BRAND POSITIONING STATEMENT



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