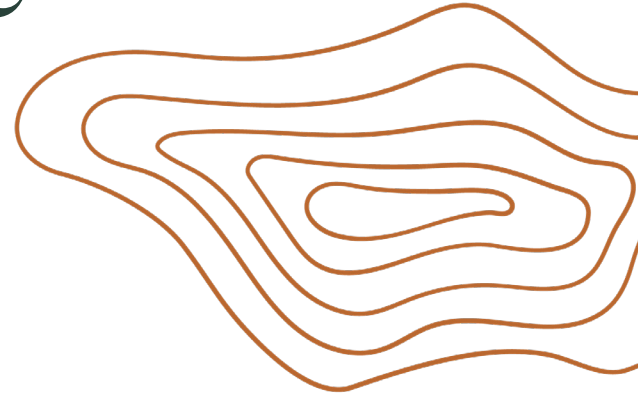


Brand Strategy Workbook



1. Purpose & Positioning

Why does your company/brand exist beyond making money?

What problem do you solve that no one else is solving in the same way?

Where does the company sit in the market (premium, accessible, niche, mass?)

2. Target Audience

Who is the ideal customer?

What does this person care about? Feat? Aspire to?

What job are they hiring your brand to do?

Where do they spend their time, online and off?

3. Brand Promise

What can customers always expect from your brand, no matter what?

If the brand could only be known for one thing, what would it be?

Is this promise something you can actually deliver on consistently?

4. Personality & Voice

If this company/brand was a person, how would you describe them?

What 3-5 adjectives describe how the brand should feel?

What would this brand never sound like?

5. Value Proposition

What does this company/brand offer that competitors genuinely can't or don't?

Why should someone choose your company over the next closest option?

What's the functional benefit? What's the emotional benefit?

6. Visual Identity

What feeling should someone have when they first see your brand?

What visual aesthetics feel representative? Why?

What should the visuals say about the brand's values without words?

7. Story & Messaging

What's the origin? Why did this brand start?

What's the brand's point of view on the industry?

What do you want someone to think, feel, and do after encountering your message?

8. Competitive Differentiation

Who are the top 3-5 competitors, and how do they position themselves?

Where is there a gap in the market?

What do competitors do well that you need to match?

What do competitors do poorly that you can exploit?

9. Experience

*What are every touchpoint a customer encounters?
From awareness to post-purchase.*

Where does the experience need improvement?

*What's the one moment in the customer journey that
needs to feel on-brand?*

*How do you want customers to describe their
experience to a friend?*