

Your Brand Strategy



The must-have toolkit to
create a unique brand

*the***branx**TM

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In this guide, we provide you with the key elements for a mature, sophisticated brand strategy. Complete the following pages to take the first step towards the next growth phase.

For your solid brand strategy keep in mind the following:

- It will affect all aspects of your business in the long run – regardless of what stage you are in.
- It will align business objectives, product-related expertise, marketing insights, corporate culture and verbal as well as visual language.
- No one can predict the future. However, be realistic, honest, and also optimistic about your company.

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Brand Profile

Your essentials, short and sweet.

Company name	
Product(s) or service(s)	
Sector	
Target audience	

Brand Vision

Think about the lifetime of your brand. How can your brand impact your industry in the future and make the world a better place? This will help you create a long-lasting strategy.

	Now	In 5 years	Further
What are your goals?			
How do you achieve your goals?			
What do you need to achieve your goals?			

Brand Values

Choose three to five core values that represent your brand and explain them briefly.

Value:

Value:

Value:

Value:

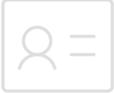
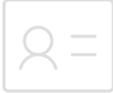
Value:

Example:

Honesty - we offer a product that is transparent and commercially fair, no hidden costs.

Buyer Personas

Put yourself in your prospects' shoes in order to understand your audience and how your brand can appeal to their specific needs.

	Persona 1: 	Persona 2: 	Persona 3: 
Name			
Age			
Job title			
Channels			
Goals			
Pain points			
Benefits product/service			

Competitors

Point out who your main competitors are to keep in mind the circumstances of the sector.

	Logo Brand 1 :	Logo Brand 2 :	Logo Brand 3 :
Brand name and website link			
Core products/services			
Value proposition			
Brand look and feel			
Tagline			
Target audience			
Strengths			
Weaknesses			

Unique Value Proposition

Define the strongest differentiation point and position your brand vs. other players.

Pick two extremes and consider the benefits that make you stand out from competition.

Extremes

X _____

Y _____

Examples:

Quality

Performance

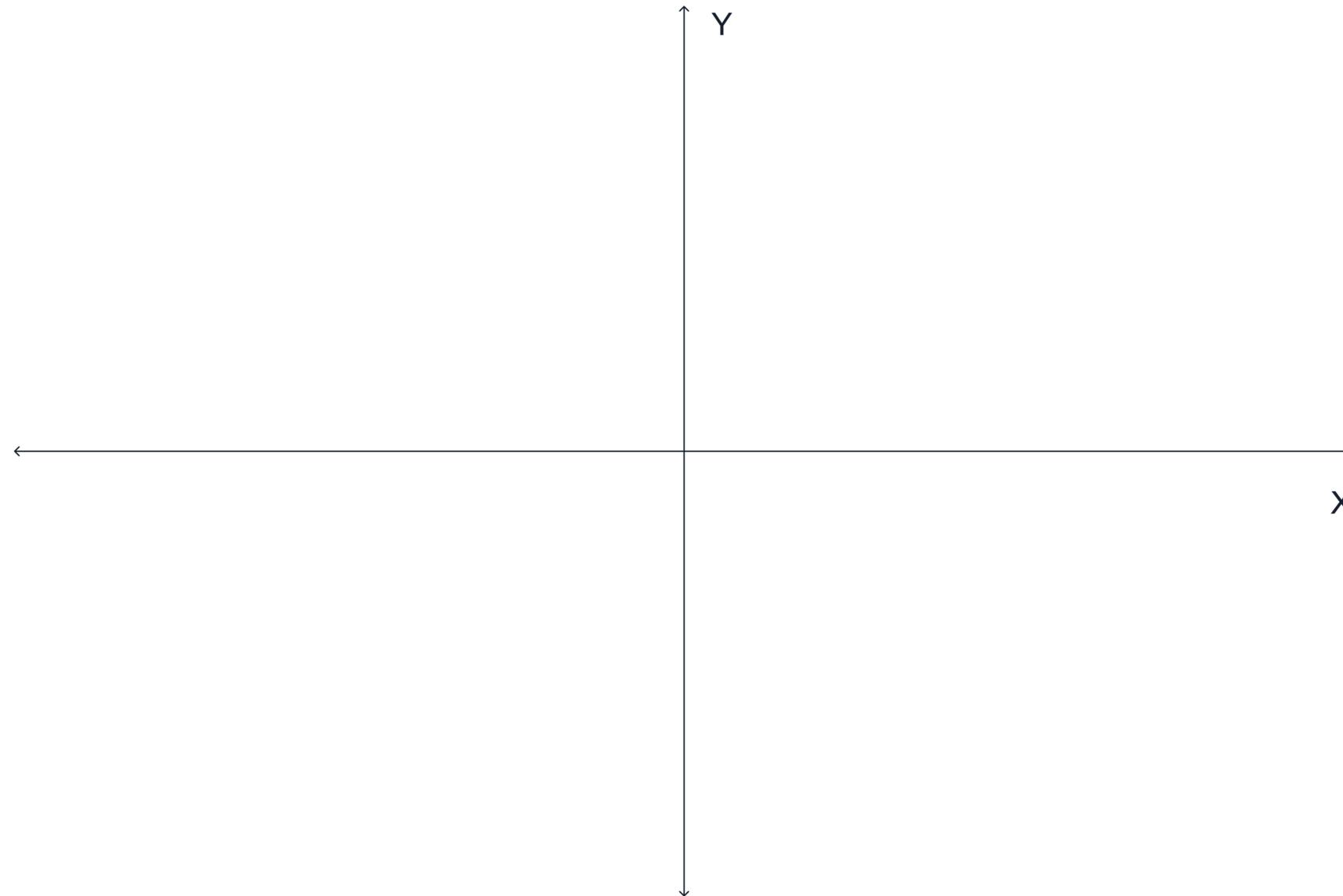
Sustainability

Personalization

Speed

...

Benefits vs. competitors



Positioning Statement

In one sentence, describe your audience, their need, the benefits of your product or service, and why/how you create impact.

For _____ who _____
your target market target market problem/need

_____ provides _____ ,
your brand name main benefit / UVPt

because _____
main differentiation point vs.competitors

Example: Apple

“For individuals who want the best personal computer or mobile device, Apple leads the technology industry with the most innovative products. Apple emphasizes technological research and advancement and takes an innovative approach to business best practices”

Brand Personality

Point out the vibes you communicate. This will help you getting a feel for your how prospects perceive your business.

What is our current brand personality?

Put an X where you want your brand to fall on the spectrum below.

Traditional	_____	Progressive
Exclusive	_____	Accessible
Corporate	_____	Friendly
Serious	_____	Fun, Playful
Understated	_____	Bold
Simple	_____	Complex
Urban	_____	Natural
Familiar	_____	Disruptive
Steady	_____	Dynamic
Realistic	_____	Idealistic

How is your brand currently being perceived?

How do you want it to be perceived?

Visual Identity

Point out your aspirations for the look and feel of your brand.

What do you want to communicate with your (new) visual identity?

In case you are rebranding: What do you like and dislike about your current visual identity?

Brand Awareness

What are the brand touchpoints that make the most impact to your target audience?

Position them in terms of impact and difficulty in order to set marketing goals.

Touchpoints

Examples:

- Website
- Blog
- Email marketing
- Press release
- Events
- Influencers
- Videos (product)
- Presentations
- ...



Good job! You're nearly done with building the fundament of your brand. Now it's about time to implement your strategy and create a consistent brand across all relevant touchpoints. We can't wait to see the results.

Feeling stuck or need help with your brand identity?

[Feel free to reach out to us.](#)

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