

# Brand Strategy Canvas

**Company:** \_\_\_\_\_

**Brand:** \_\_\_\_\_

## Target Market

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Your target market is the specific group of people you want to reach with your marketing message. They are the people who are most likely to buy your products or services. They are united by some common characteristics, demographics and behaviours.

## Marketing Strategy

### ✓ **Proof Points**

**Point one** - this is the first reason why your brand is great

**Point two** - this is the second reason why your brand is great

**Point Three** - this is the third reason why your brand is great

### 😊 **Emotional Benefits**

**Point one** - this is the first reason why your brand is great

**Point two** - this is the second reason why your brand is great

**Point Three** - this is the third reason why your brand is great

### 👍 **Value Proposition**

It is a competitive statement that defines how the brand will better meet their needs, taking into consideration what others offer.

### 🎯 **Positioning**

A positioning statement is a full summary for how the brand will compete and win.

**We are for...** (target market)

**We provide...** (category)

**Who want...** (need)

**We offer...** (point of difference)

**We believe...** (our fight)

**So that customers...** (benefit)

## Brand Strategy

### ❓ **Purpose**

Brand purpose is a company's "why" – its reason for being and the things it stands for. This "why" is usually to do with the customers it serves.

### 💖 **Values**

Brand values can be defined as the foundational beliefs that a company stands for. They refer to the "ideals" guiding the brand's actions.

### 🌀 **Personality**

The brand personality is the way a brand is personified; the sum of its emotional, psychological and behavioural patterns. They are the human characteristics and traits that consumers relate to.

### 💬 **Story**

Your brand story is the story of your business as perceived by your customers and potential customers. It's an emotional based narrative of how your product or service improves the lives of your customer.