

Product Benefit ▶

What is the benefit to the customer?

Positioning ▶

Why is your brand better than or different to that of your competitors?

Styling ▶

What characterises the style of the brand, image, tonality etc?

◀ **Mission**

What is the brand's role in society, or the public benefit of the brand? (.. if we didn't do it for the money)

◀ **Vision**

The brand can define its future: In what market do we want to be?

◀ **Values**

What makes the brand trustworthy as a friend?

**Words or phrase,
describing the main
idea of the brand.**