Brand Positioning Elements & Structure





A Vision statement *answers the question:*Where do we aim to be?
It communicates both the purpose and values of your brand.

Mission

A Mission statement answers the question: What do we do? What makes us different? It defines the purpose and primary objectives related to your customer needs and team values.

Essence

Brand Pillars

Values

Target Mindset

Brand Promise

RTBs

Brand Personality

Informs & Guides:

- Business Priorities
- Business Strategy
- Business Practices
- Product Architecture
- Culture
- R&D / Innovation
- Communications
- Philanthropy
- Visual Expression
- Marketing Strategy
- Media Strategy
- Creative Development
- Customer Engagement
- Consumer Engagement
- Employee Engagement
- Partner Engagement



Brand Position Elements:

Essence (What we stand for to the consumer)

Brand Pillars (The most positive dimensions and elements that support the brand and gives it a clear identity)

Values (What we believe and how we behave)

Target Mindset (Who we relate to and the way they think)

Brand Promise (What we will deliver)

RTBs (Reasons to believe)

Brand Personality (The way we behave, our tone, attitude and character)



Brand Tools:

- Brand Story (Category tension, target insight and brand role)
- Personality Traits (How and how not to behave in-market)
- Activation Guardrails (How and how not to activate in-market)