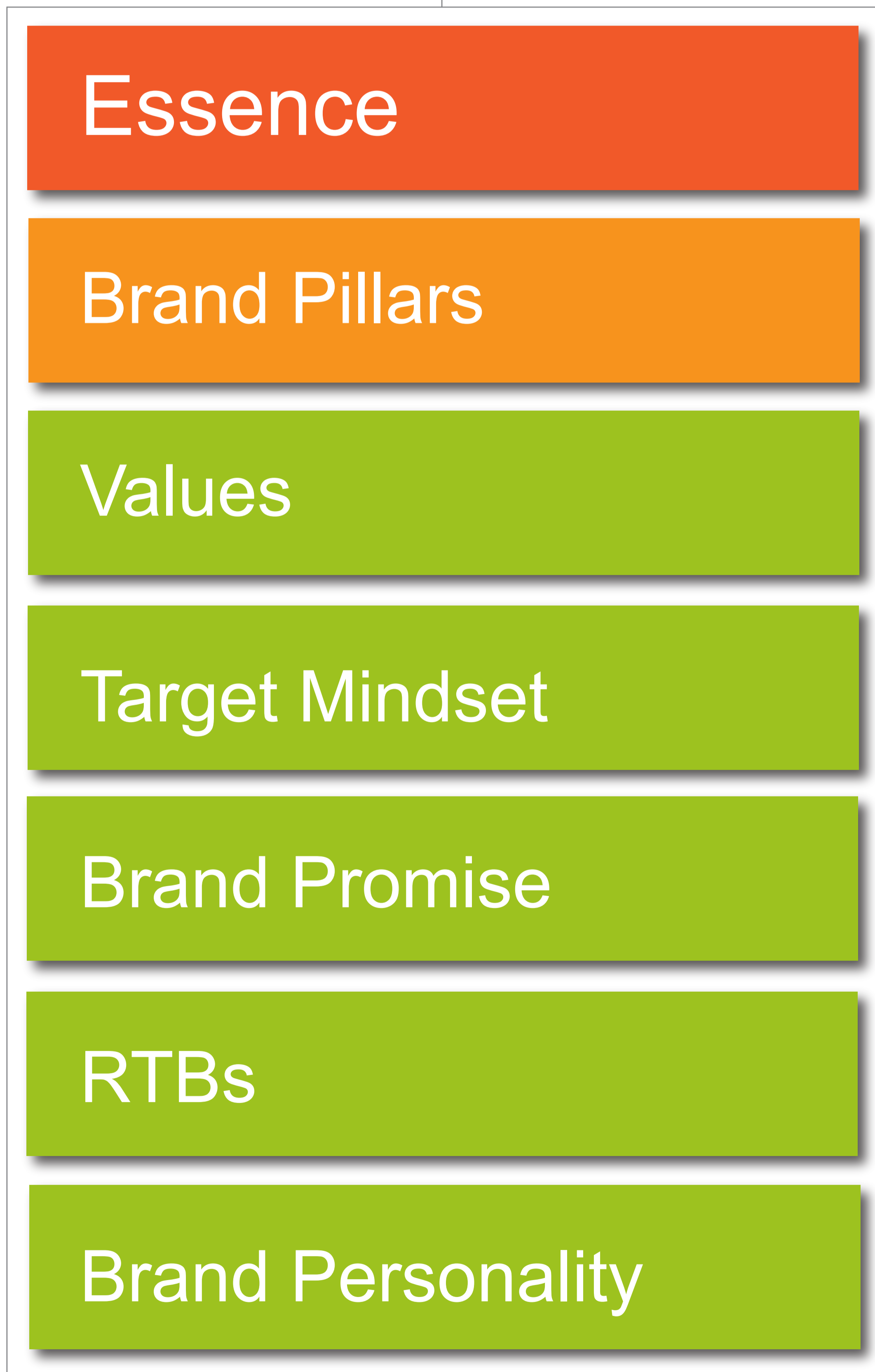




- Informs & Guides:**
- Business Priorities
 - Business Strategy
 - Business Practices
 - Product Architecture
 - Culture
 - R&D / Innovation
 - Communications
 - Philanthropy
 - Visual Expression
 - Marketing Strategy
 - Media Strategy
 - Creative Development
 - Customer Engagement
 - Consumer Engagement
 - 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)