

BRAND STRATEGY FRAMEWORK



BRAND HEART

PURPOSE AND VISION

Why does your company exist? What positive difference do you make in your audience's lives? Where you want to get to by a specific point in time?

MISSION

Communicates your purpose and defines what you need to do to achieve your vision.

VALUES

How do you want to behave as a brand? What attitudes and behaviours does your business display?



BRAND POSITIONING

AUDIENCE

Who are your target audience? What are their needs? What problems do you help them solve?

MARKET

Where would you like to position your brand in the marketplace, in relation to your competitors? e.g. quality, cost, convenience or service based positioning.

USPs

What are competitors lacking? What differentiates your brand from your competitors? You may find doing a [SWOT analysis](#) helpful here.



BRAND IDENTITY

PERSONALITY

Decide on around 5 meaningful human characteristics to describe your brand that will resonate with your target audience.

tone of voice

Express your personality through your communications by developing a compelling and unique voice. Here are some tips on [how define your voice](#).

DESIGN

Identify colours and collect visual assets (images, text, photos, or any other visual inspiration) that you believe looks and feels like your brand.

NOTE: Your vision and mission may shift over time as your business grows and you redefine goals.

www.clockwork-creative.co.uk

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