



Customer/User Insight A

What are the consumer's motivations?
How are you relevant to those needs or desires?
What problem(s) do you solve for them?
What benefits of your company/product are most valuable to them?

Competitive Environment C

What conventions define the category?
Who are your direct and indirect competitors? What defines them?
Where is the strategic void in the market?
Are you disrupting the category in any way?

Company/Product Features B

What is the simplest description of your product and what it does?
What aspects of that are distinctive from others?

Rational Benefits C D

What are the tangible benefits of the product?
Which benefit is distinctive or important?

Emotional Benefits E

What are the intangible benefits of the product?
Which benefit is distinctive or important?

Brand Positioning Statement

Must meet all five criteria:
Important, distinctive, believable, actionable, sustainable.

A Audience

For:

Who are they and what problem do they have? What is their most relevant psychographic need or desire?

B Description

is:

What is the simplest description of the product? Or what is the broader, more strategic frame of reference?

C Benefit

that:

What is the distinctive primary benefit or point of difference of the product?

D Proof

because:

What are the factual, meaningful and provable reasons to believe the primary benefit or point of difference?

E Payoff

so that:

What is the ultimate emotional payoff for the consumer or user? Does it address the problem or need in the Audience section?

Brand Essence

What is the core idea or defining concept of the brand? Is it tangible or attitudinal? (Distinctive, succinct, pithy, and ideally 2-4 words.)

Company Values

What are the values of the company? (Usually expressed as nouns.)
How do the values of the founders influence company values?
How do company values influence your product, culture, or customers?
Do you have a broader (non-financial) purpose?

Brand Personality

What are the brand's human characteristics? (Usually expressed as adjectives.)

Key Messages

What's your story?
What are the most important and distinctive aspects of the brand?
How can you define them as quickly and interestingly as possible?