

The Brand Strategy Canvas

CREATED FOR:

DATE:

CREATED BY:

VERSION:

Customer/User Insight A			
Competitive Environment C			
Company/Product Features B			
Rational Benefits C D	Brand Positioning Statement <small>Must meet all five criteria: important, unique, believable, actionable, sustainable.</small>		Company Values
	A Audience For:		
	B Description _____ is:		
	C Benefit that:		
	D Proof because:		
Emotional Benefits E	E Payoff so that:		Brand Personality
	Brand Essence		
Key Messages			