***The Philosopher Context***

**Extract a bigger philosophical belief from your strategy, allowing your brand to talk creatively and movingly about a wide variety of topics.**

It's totally legitimate to be a brand that only talks about things in its category, but some of the greats have a brand platform that gives them license to talk about something bigger. They claim a wider part of the human experience, of which their brand is only a small facet. Use this tactic to discover if this powerful technique is open to you.

1. Establish whether your value offering contributes to a subject of general interest. Use a chain of 'why' questions, starting with your offering. Keep asking why until you reach a 'big topic', like this:

**Dove Skincare Brand Example**

**Big topic** Body Positivity

Why?

Becausemodern beauty *standards* make people *insecure*

Why?

So people can feel more comfortable in their own skin *skincare*

**Dove Offer gentle affordable**

2. Record your key opinions on this topic. Write at least 10 statements that start with "We believe...”. You can source these from your team, too.

3. Boil this down to the 3-5 beliefs that connect most directly to your value offering. These can then be used as the core of your brand platform in

***Copy Playbook.***

*Tip: if you're in a low-interest category, proceed with caution. This tactic could make you sound too big for your boots!*

For example, when Hellmann's mayonnaise ambitiously claimed to be all about fighting food waste', it provoked an investor revolt – some things just go a little too far.