***Power Platform context***

**Translate your strategy into a consumer-facing text that explains your brand in the most exciting way possible.**

This is the 'branding' side of brand strategy – not what your business does, but the creative way it presents itself to the outside world.

Use this tactic to talk about your raw offering to consumers in a way that really gets their blood pumping - thus creating your brand platform.

You need a strong, unique value offer before you start this tactic. Try Value Mining and Contrarian Value.

Before you start, compare Apple's (dull) direct offer and their (exciting) brand platform:

* Direct offer: 'Computers that are simple and user friendly'
* Brand platform: 'Think Different'/'Here's to the crazy ones...'

1. Share your value offering (crafted with Ditch The Deck or Strategy Story).

2. Ask everyone to come up with different ways to communicate the offering using these prompts:

* The Contrarian: what does your offering disagree with who is your enemy? Can you communicate your offering by attacking something else?
* The Why: don't talk about what you do - talk about why it's so good. How will the world change because of it? (Try ‘The Why'.)
* The Pain: what pain are you solving for your customers? Make it very specific (e.g., Nike owns struggle and Airbnb owns belonging).

3. Discuss the findings to establish which angle feels the most true, unique and motivating, then take it into formal copywriting (try Copy Playbook).