

Brand Positioning

BRAND BELIEF

We believe we should be
the hub of knowledge for all
things spirit related.

POSITIONING STATEMENT

**Virginia's primary hub for the
mindful enjoyment of spirits.**

UNDERSTANDING ABC'S ROLE

Primary + **Hub**



1. Go to
2. First line of defense
3. Top of mind



1. Centralized expertise
2. Curation of resources

HOW VA ABC SHOULD BEHAVE

A partner in safe enjoyment

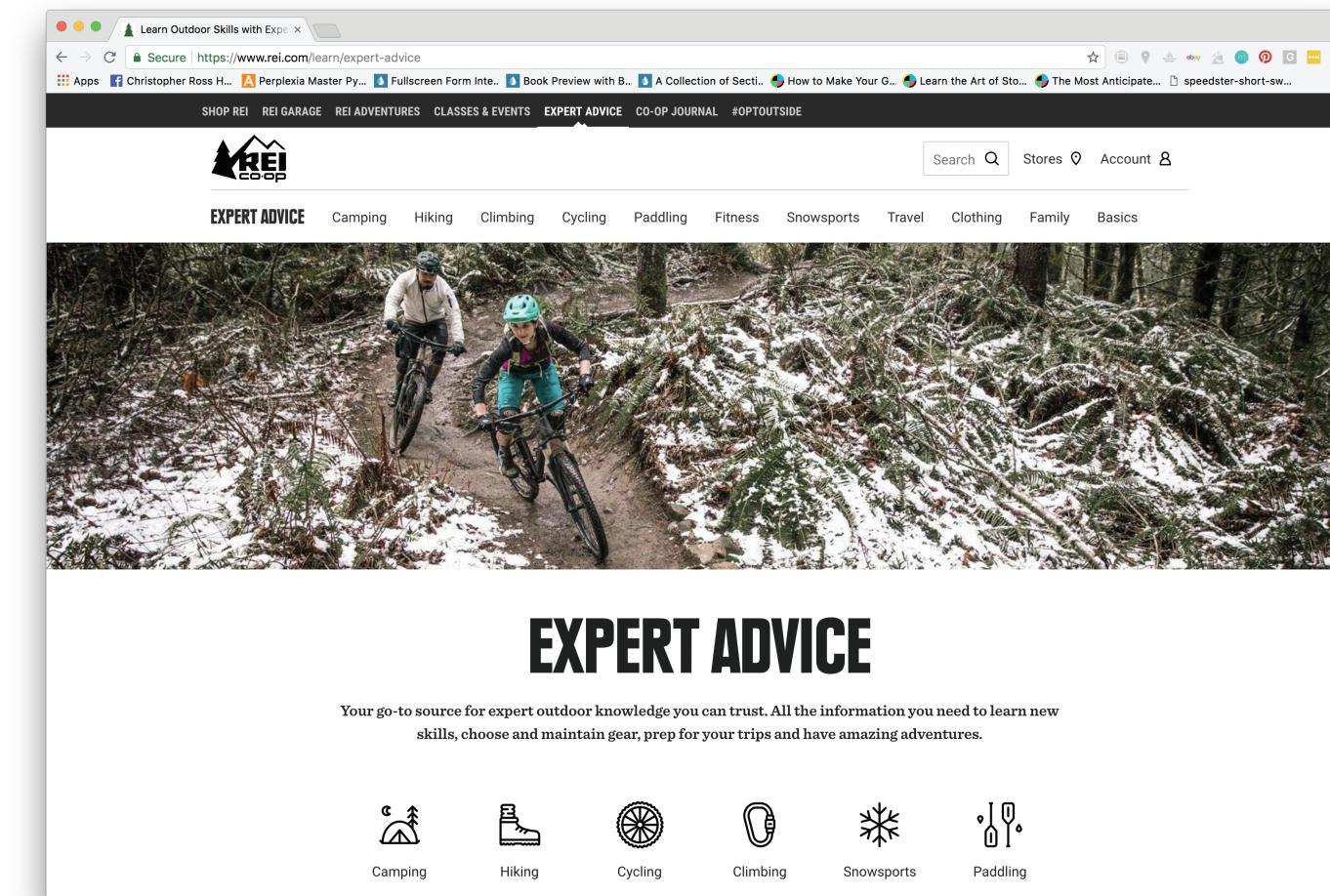
Inviting

AS A PARTNER, VA ABC SHOULD BE



Knowledgeable

AS A PARTNER, VA ABC SHOULD BE



Informative

AS A PARTNER, VA ABC SHOULD BE



 Apple Store

Accountable

AS A PARTNER, VA ABC SHOULD BE



Transportation
Security
Administration

Accessible

AS A PARTNER, VA ABC SHOULD BE

BLADES
Start with any razor for \$1. No hidden fees.

THE HUMBLE TWIN
1ST MO. \$1 . AFTER \$1
FREE S&H \$2 S&H

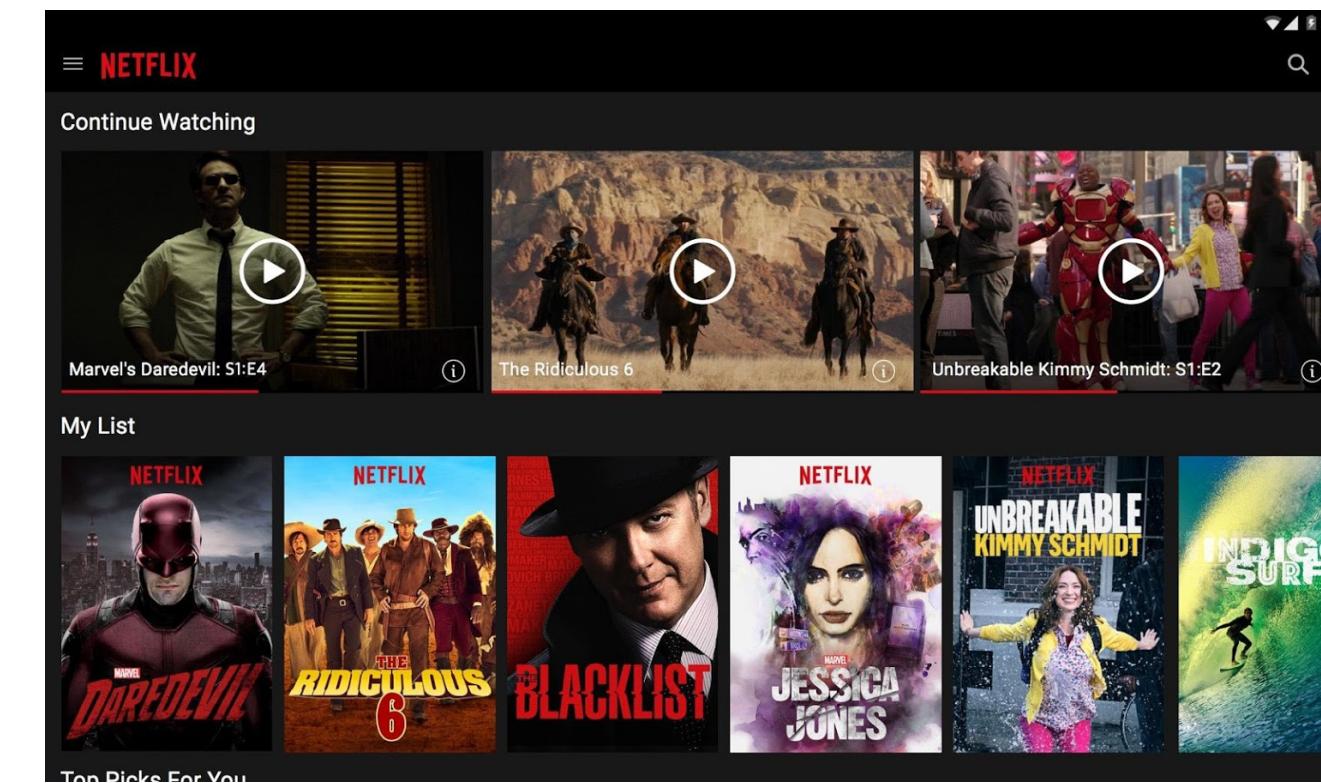
THE 4X
1ST MO. \$1 . AFTER \$6
FREE S&H FREE S&H

THE EXECUTIVE
1ST MO. \$1 . AFTER \$9
FREE S&H FREE S&H



Proactive

AS A PARTNER, VA ABC SHOULD BE



NETFLIX

AS A PARTNER, VA ABC SHOULD BE

Inviting

Knowledgeable

Informative

Accountable

Accessible

Proactive

MISSION

We are the source for
ensuring the safe enjoyment of
spirits in the state of Virginia.

VISION

Create a culture of mindful
fun in the state of Virginia.

RECAP

	POSITION	Virginia's primary hub for the mindful enjoyment of spirits.
EXTERNAL	PERSONALITY	A partner in safe enjoyment
INTERNAL	MISSION	We are your source for ensuring the safe enjoyment of spirits in the state of Virginia.
INTERNAL	VISION	Create a culture of mindful fun in the state of Virginia.