

# **BRAND STATEMENT FORMULA**

**A (business name) IS A  
B (business definition) THE PROVIDER  
C (product/service) FOR D (target) IN D  
(areas) WHICH GIVES F (benefits for  
customers) AND WITH  
G (innovation/new things offered)**

# Your 4C Diamond



Company	Consumer
<b>Point of Parity:</b>	
<b>Point of Differentiation:</b>	
<b>Competitor</b>	<b>Change</b>
<b>Direct Competitors:</b>	
<b>Indirect Competitors:</b>	

To (Consumer).....

Your brand is (Category).....

That is the (Benefit).....

That's Because (Support Point).....

# BUSINESS MODEL CANVAS

