

Basic Brand Strategy Template

Company Purpose/Mission	[Your underlying mission; why your company exists in the first place]
Brand Position Statement	[A statement about how you want to be perceived; how you want people to feel, think and talk about you]
Unique Value Proposition	[The unique value you're offering; what makes you different; your 'secret sauce']
Why You Can Believe Our Claims	[A summary of proof points that support your position]
Brand Attributes	[Attributes that reflect your belief system and brand personality – this is important as it informs the impression you want people to have about you]
Audience Promise	[One sentence that sums up your brand's promise]
Messaging Tone	[High level tone for your brand's messaging]
Elevator Pitch	[What you would say to someone who asks: "So what do you do and why should I care?"]
Tagline(s)	[Brief statements that encapsulate your brand story and value proposition]