

# The Brand Strategy Canvas

CREATED FOR:

DATE:

CREATED BY:

VERSION:

## Customer/User Insight **A**

What do people think and feel regarding the category?  
How are you relevant to those needs or desires?  
What problem(s) do you solve for them?  
What benefits of your company/product are most valuable to them?  
What most strongly influences their decisions in this category?

## Competitive Environment **C**

What concepts and conventions define the category?  
Who are your direct and indirect competitors? What defines them?  
Where is the strategic void in the market?  
Are you disrupting the category in any way?

## Company/Product Features **B**

What is the simplest description of your product and what it does?  
What aspects of that are different from everyone else?

## Rational Benefits **C D**

What are the tangible benefits of the product?  
Which benefit is unique or most important?

## Emotional Benefits **E**

What are the intangible benefits of the product?  
Which benefit is unique or most important?

## Brand Positioning Statement

Must meet all five criteria:  
important, unique, believable, actionable, sustainable.

### **A Audience**

**For:**

Who are they and what is their most important psychographic need or desire as it relates to the brand's category?

### **B Description**

**is:**

What is the simplest description of the product?  
Or what is the broader, more strategic frame of reference?

### **C Benefit**

**that:**

What is the unique, primary benefit or point of difference of the product?

### **D Proof**

**because:**

What are the factual, meaningful and provable reasons to believe the primary benefit or point of difference?

### **E Payoff**

**so that:**

What is the ultimate emotional payoff for the customer or user?  
Does it answer the need in the audience section?

### **Brand Essence**

What is the core idea or defining concept of the brand? Is it tangible or attitudinal? (Unique, succinct, pithy, and ideally 2-4 words.)

## Company Values

What are the values of the company? (Usually expressed as nouns.)  
How do the values of the founders influence company values?  
How do company values influence your product, culture, or customers?

## Brand Personality

What are the brand's human characteristics? (Usually expressed as adjectives.)

## Key Messages

What's your story?  
What are the most important and differentiating aspects of the brand?  
How can you define them as quickly and interestingly as possible?