



BRAND BLUEPRINT

COMPETITIVE ENVIRONMENT

SWOT PESTLE, external users

TARGET MARKET

Segmentation, persona demographics

CONSUMER INSIGHTS

What are the users/consumers angle? What is their problem/obstacle or need?

BENEFITS TO THE USER/CONSUMER

Functional and emotional

BRAND VALUES & PERSONALITY

Building the brand persona, tov -describe the person

REASONS TO BELIEVE

Why will they buy into it? What reinforces the brands credibility?

DISCRIMINATION

The USP. What differentiates it from the competitors

THE ESSENCE

The tagline



CREATE YOUR OWN BRAND BLUEPRINT

1. COMPETITIVE ENVIRONMENT

2. TARGET MARKET

3. CONSUMER INSIGHTS

4. BENEFITS TO THE USER/CONSUMER

5. BRAND VALUES & PERSONALITY

6. THE 'REASONS TO BELIEVE'





7. DISCRIMINATION

8. THE ESSENCE

