

# 10

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Pillars of  
**Brand Strategy**

01

# Mission Statement

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This outlines who you are and what you are offering. You should keep this down to one simple sentence. Think about what you would say when introducing your company on Dragon's Den.

02

# Reasoning

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What is your purpose for creating the brand? Why are you doing it and why do we need it? This is where you can tell the story of how it all began.

03

# Unique Selling Point

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What makes you unique? Why will customers choose you over another well known rival brand? This is your differentiator. Make it compelling.

04

# Morals and Values

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What do you stand for? What do you value most in business? What do you place most importance on? This could be the relationships you build with your customers or suppliers and the materials (think environmentally friendly) you use.

05

# Brand Attributes

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These are key words that are borne out of the process of discovering your mission, reasoning, morals and USP. These words will be what you want people to say about your brand.

**“Your brand isn’t what you say it is, it’s what others say it is.”**

# Target Audience

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What research have you done regarding target audience? **What problems do they have and how can you solve them?** Do you have an ideal customer in mind? Create an ideal customer profile to market to. This narrows your focus and gives your messages clarity.

07

# Tone of Voice

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The tone of voice is very important when communicating with your audience. You can add humour or stick to the facts. Your personality should shine through when your audience experiences your products and brand. **Don't try to fake it, it is easily spotted.**



08

# Brand Positioning

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Defines who you are and what makes you unique. We clarify the benefits and advantages of choosing your brand over its competitors. **How do you stand out from the rest?** Your unique service offering should help solve the major pain-point(s) of your customers.

09

# Value Proposition

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What is the main service you offer that will attract your customers? A strong value proposition will help make customers choose you ahead of other brands.

# Services

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What are the main services you are offering? You need to give your target audience what they want and ensure it is specific to solving their problems identified during your target audience research.

# Let's talk strategy

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**Do you need help with your brand strategy?** Email us to schedule a call to discuss your project.

**info@damm-creative.com**