# Brand Strategy

## Your Brand Compass

**Purpose**

How does the brand improve the world?

**Vision**

What is the brand's ambition?

**Values**

What distinct qualities does your brand stand for?

**Mission Statement**

How is the brand going to achieve its vision?

**Proposition**

Why do I need the brand?

**Positioning?**

Where is the brand in relation to its competitors?

**Personality**

What is the brand's character?

**Audience**

Who is interested in the brand?

**Your Solution**

What is your solution?

**Why You?**

What evidence do you have that your solution is better?

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