[Brand] Creative Strategy
(How the marketer achieves the desired brand positioning)

Positioning Statement:
(To [target market], [Brand X] is the brand of [category or frame of reference through the consumer's eyes] that [point of difference - describe what the brand does better than anybody – usually the primary driver of preference)

Business Objective:
(What is your measurable goal?)

Background:
(Only relevant information that is critical to understanding the opportunity and business challenge)

Target Audience:
Describe the consumer – Who are we talking to?
 Demographics – Age, HHI, Marital Status
 Psychographics – What do they think, (are about/do), what is our current relationship with this consumer?
 Consumption Pattern – What is their current behavior?

Consumer Insight:
(What key understanding do you have of your target that would help our teammates creating marketing content connect with consumers more empathically and effectively?)

Marketing Communication Objective:
(If the communication is successful, what new belief or action will you inspire in the consumer?)

Brand Promise:
(Main benefit or the promise we are making to consumers. This is the expression of the point of difference. It is in the mind of the consumer, not in the product. Products and services have attributes, not benefits. It needs to be single minded, focused, and laddered as high as possible without losing differentiation and meaningfulness to the consumer. It is a future experience promised as a reward for buying the product/service - A conclusion drawn from our marketing, and not necessarily a copy line or tag line. It should be limited to one sentence.)

Brand Support:
(Fact-based reason(s) why the consumer will believe the promise. This is usually where claims are made that persuade consumers and establish uniqueness, and may involve literal or dramatic demonstrations, persuasive facts or research, etc. Multiple "reasons to believe" are o.k., but focus is important here too.)

Brand Essence:
(Describe the personality or character of the brand as you would for a real person based on the way you want consumers to view the brand's reputation, attitude and behavior. This is all about making the brand relevant, approachable and credible to the target consumer.)

Approvals:

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President   Marketing V.P.

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Marketing Manager/Project Leader