

Brand Positioning On A Page

In just one page, summarize how you will create a highly differentiated brand that is meaningful, ownable, and differentiated to target consumers.

Brand purpose (Difference you are looking to make)	
Who to win with (Target and source of volume)	
Opportunity you are solving for (Need or insight)	
Brand promise (What will fulfill the promise)	
Emotional and functional benefits	
Reasons to believe (Point of differentiation, brand truths)	
Brand personality (Tone and manner)	

**We solve tough business challenges to
unlock growth and build stronger brands.**

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