



## Brand Positioning Statement

To (*Target Group*):

Demo-Psychographics/Condition/Attitudes -

Current Usage/Behaviors -

Needs (Rational, Emotional) -

\_\_\_\_\_ Is the Brand of (*Perceptual Competitive Framework*):

(*Competing mainly with Literal C.F.*) \_\_\_\_\_

That (*Benefit/s*):

Because (*Reason-Why*):

**The Brand Character is:**

(Narrative-Dimensionalize with Celebrity if possible)