



Your Business Brand Position

Target Audience -
Define the target customer. You can also describe their personality traits.
Brand Essence -
Articulate the heart and soul of the brand
The arate the real taria year of the orang

Brand Promise - Develop a relevant differentiating benefits the brand promises to deliver to the target audience
Brand Personality -
Describe the brand as if it were a person



janelle@standoutbrand.com.au www.standoutbrand.com.au Call Janelle 0414 395125

