

Strategy Templates

03/06/2026



Summing it all up:

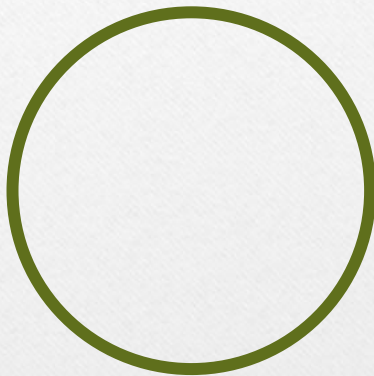
- A Brand is a Promise
- A Brand is what customers tell you it is, vs. what you say it is
- A Brand is a collection of experiences
- A Brand is what you do and how you do it
- To understand your Brand, you have to understand who uses it, why, how
- All customers aren't equal in determining your Brand Strategy
- Your Brand Strategy has to be in alignment with your Business & Marketing Strategy
- Is your marketing miscellaneous un-purposeful activity or does it drive Brand Value
- You need to understand why customers would pay a premium for your Brand
- You need to understand Why, What, and How in order to tell your Brand Story
- You need to understand your Reason for Being, your customer's Reason for Need, and how you make a profit



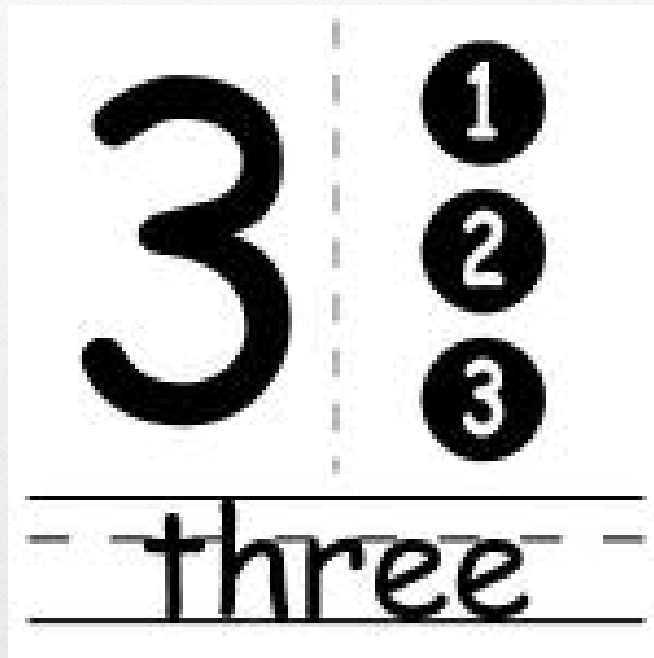
What does _____ want from Me?



Define Your Customer Targets



3 Strategy Questions



Who ?

What ?

Why ?

Enthusiast Audit

Employees

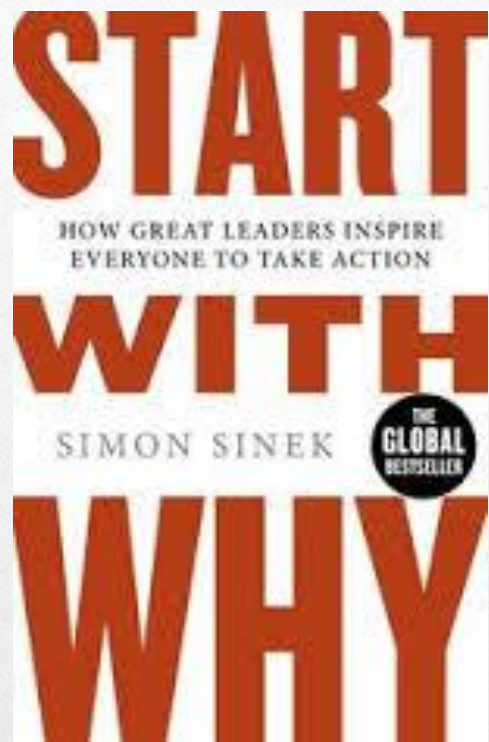
Suppliers

Customers

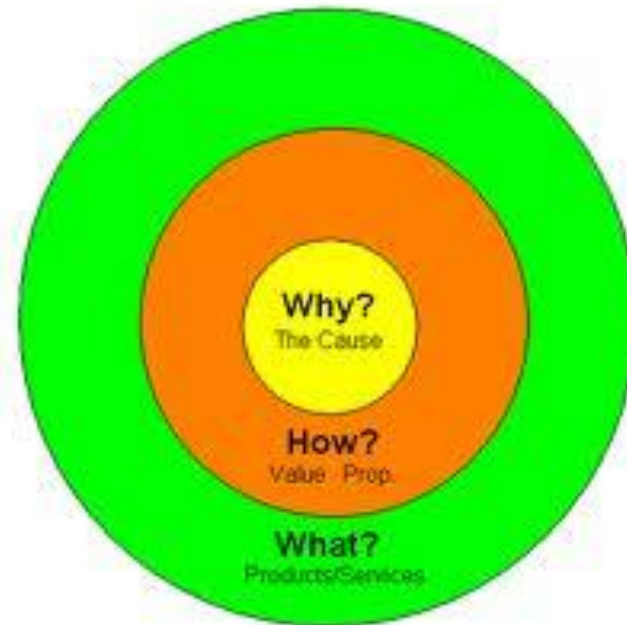
Distributors

Executives

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



Golden Circle Concept



Demand Creation through Strategic Alignment

Business Strategy

Revenue Model

Marketing Strategy

Operations Strategy

Merchandise Strategy

Reason for Being

Wannabe's	Enthusiasts
Rejecters	Hostages

↑
Attitude

Usage →



Exercise

What's your Promise?

Five words or less...

Brand Promise Statement

(Target)

Convince:

(Promise)

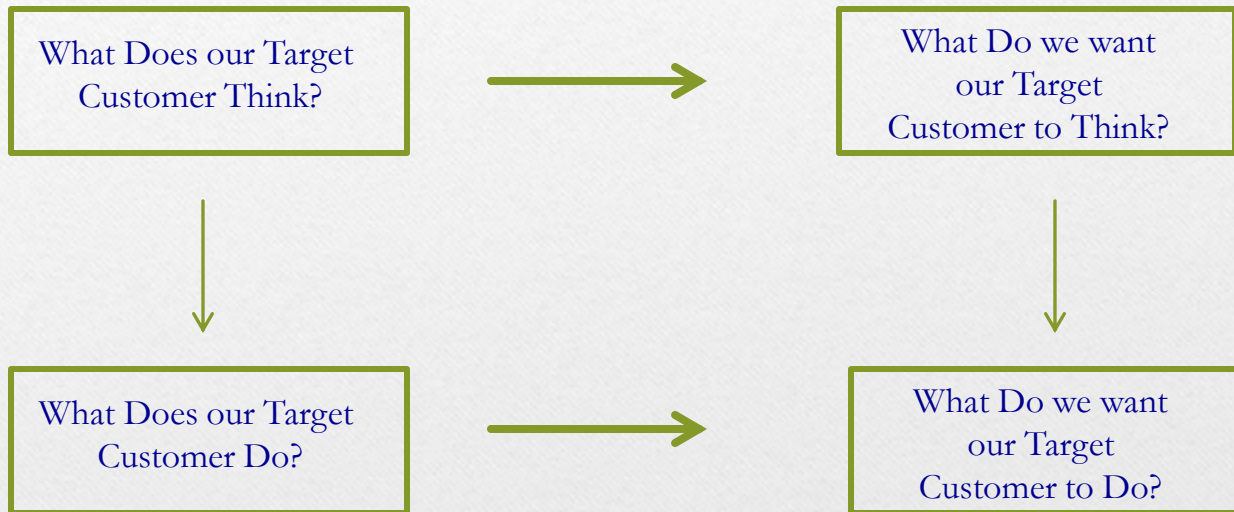
That:

(Proof)

Because:

Brand Strategy Tools

Communication Objectives



Brand Strategy Tools

Brand Foundation

Who We Are
What We Do
How We Do it
What We've Done
What We've Learned
What We've Built
What Value We Add

The
Story

Who Are Our Customers
What are their Needs
What Do They Want
Where Do They Buy
How Do They Use Us
Why Do they Love Us
Where's Opportunity

Value Proposition

How will we win?

For [target customer],
Who [need to solve this problem],
We are a [type of company]
That provides [customer benefit].
Unlike [competitor],
Our service [key point of difference].

Brand Positioning Statement

Target:

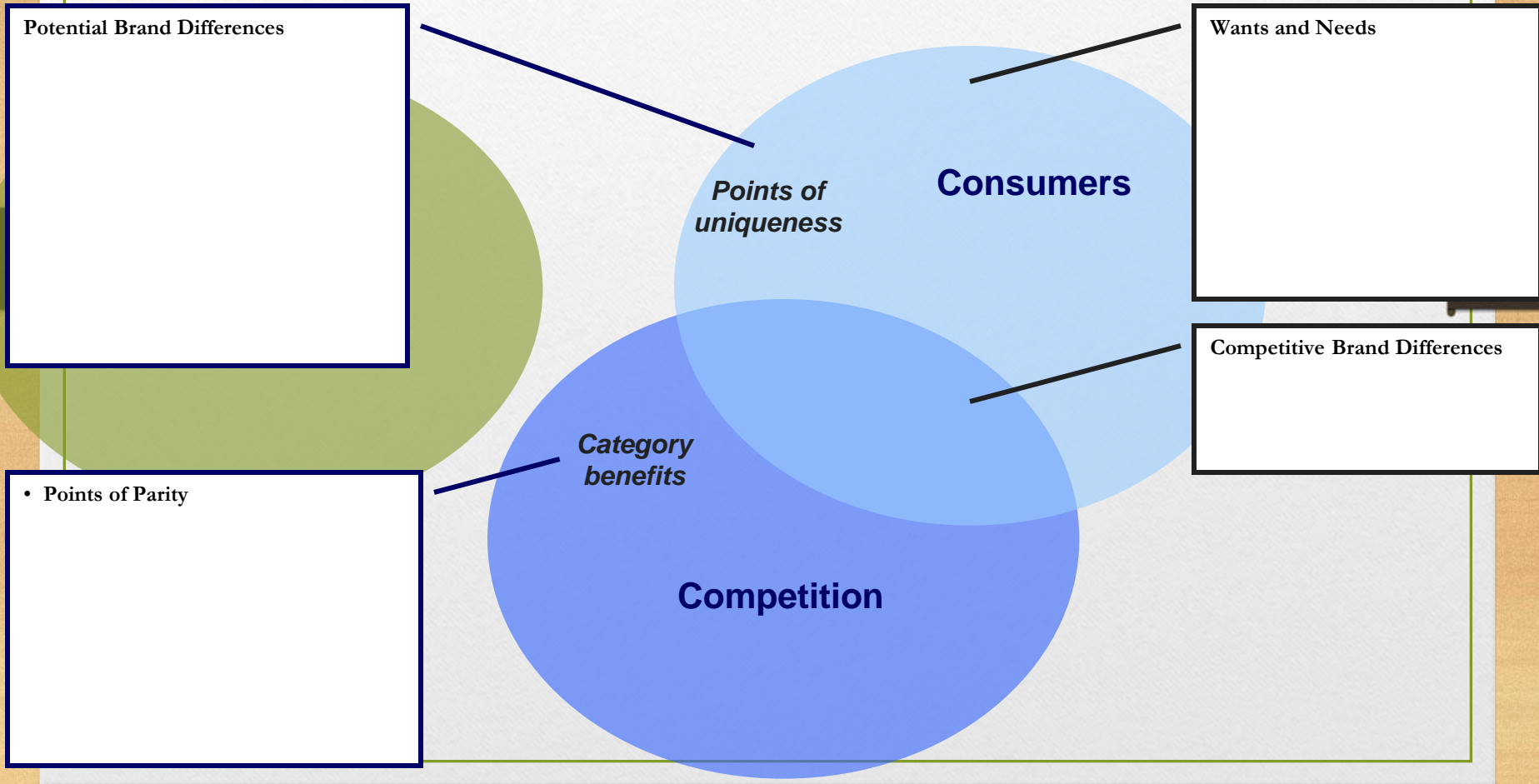
**Key Customer
Benefit:**

**Reasons to
Believe:**

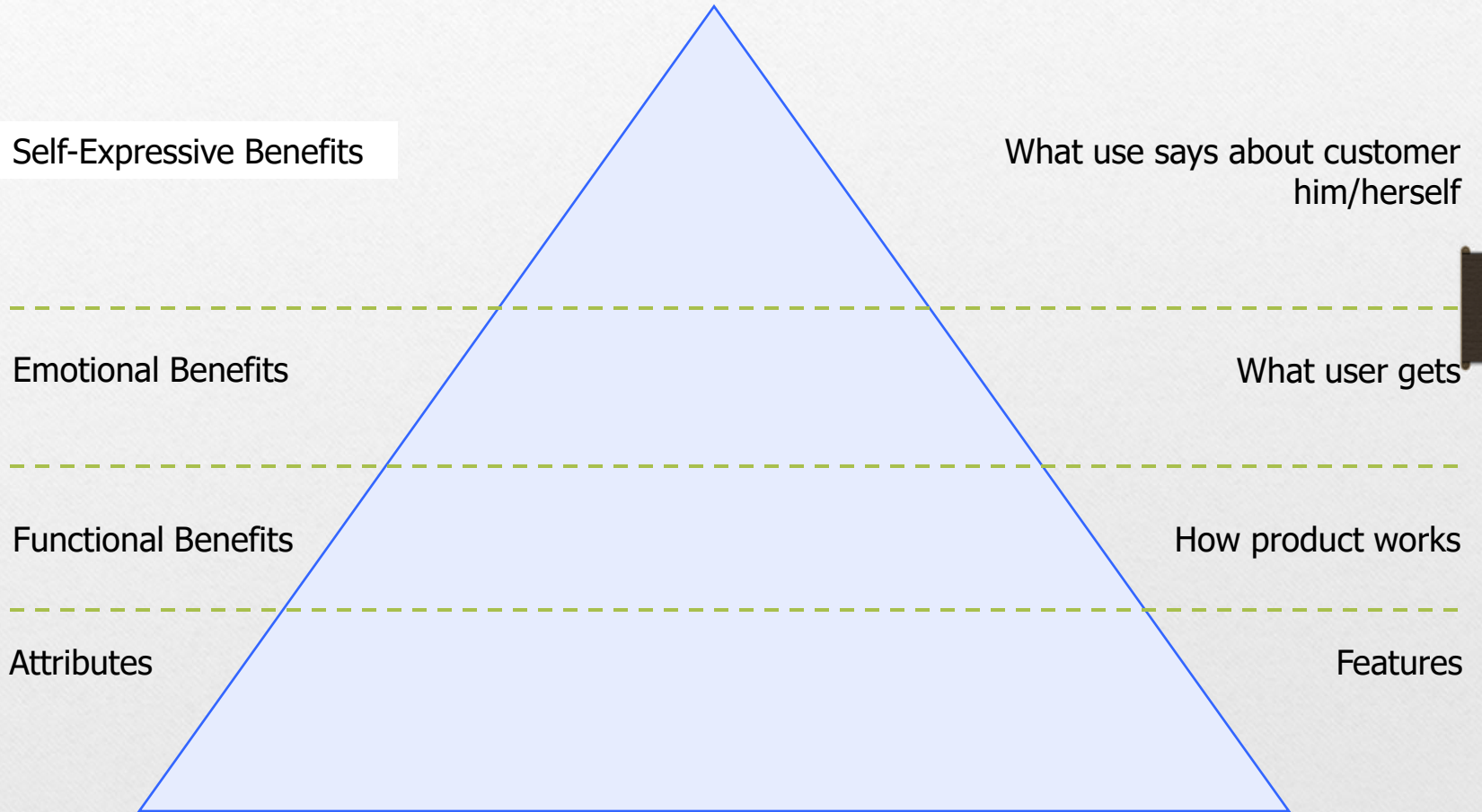
**Brand
Personality:**

Brand Promise:

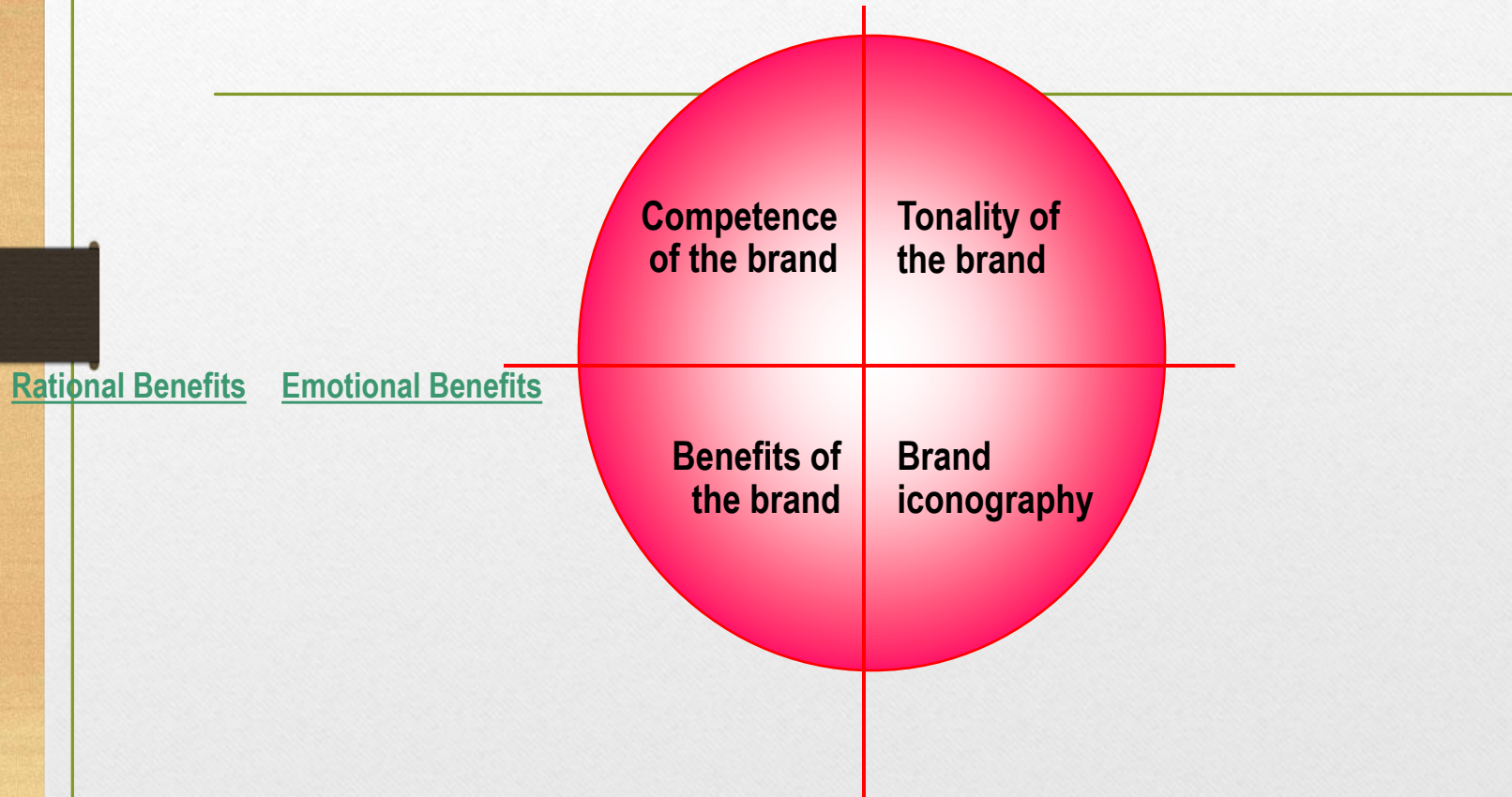
3 Rings Brand Audit



Brand Benefits Hierarchy

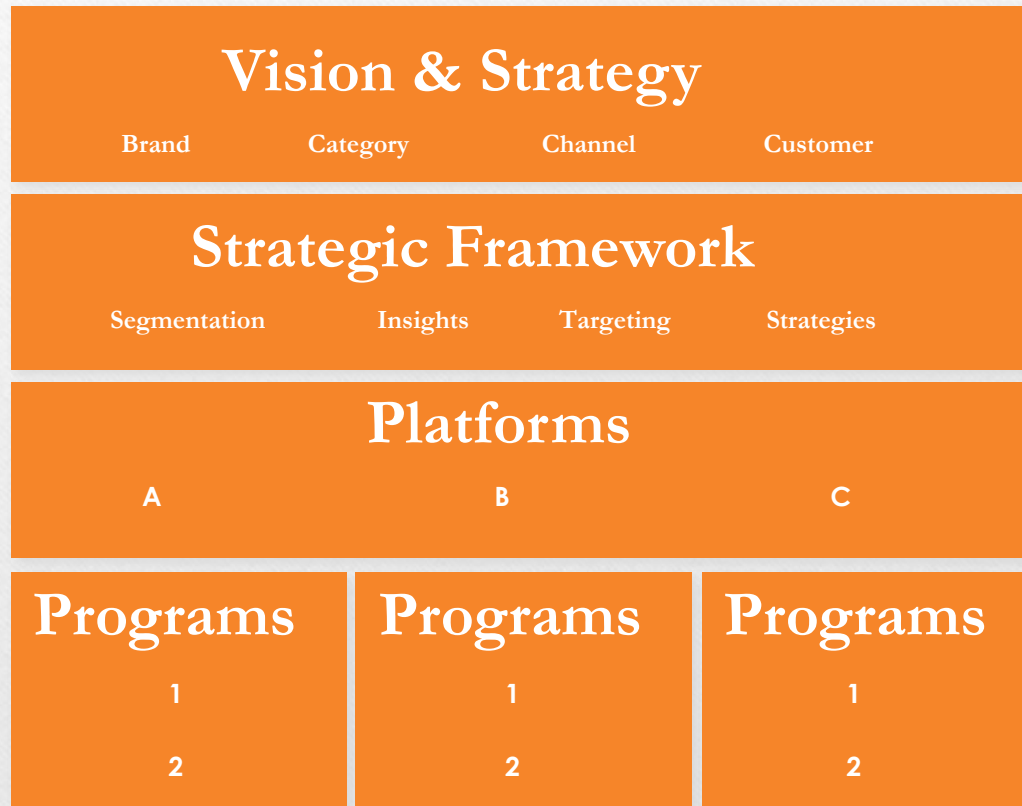


Red Circle Brand Audit



Brand Strategy

Integration Exercise



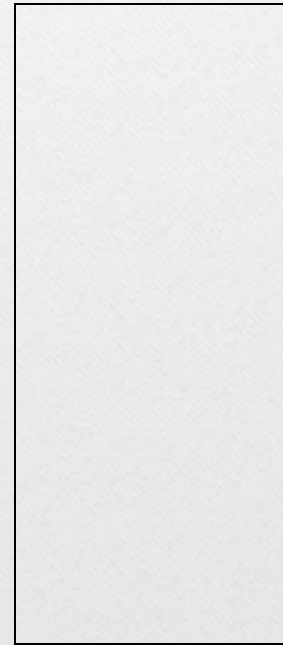
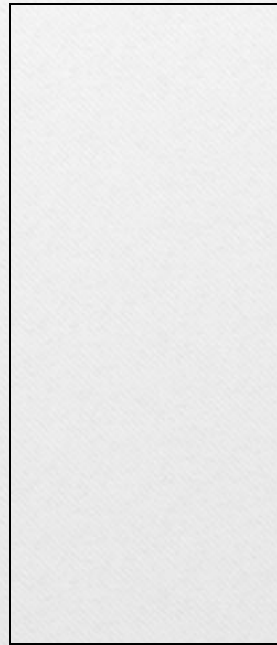
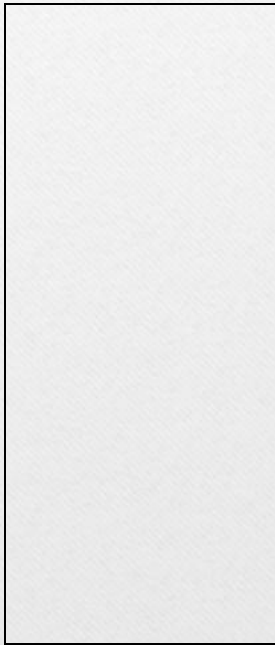
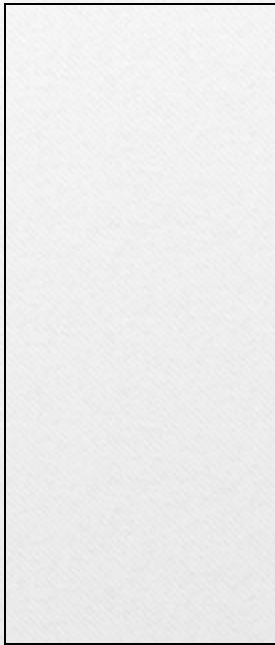
Brand Blueprint

Platform

Promise

Proof

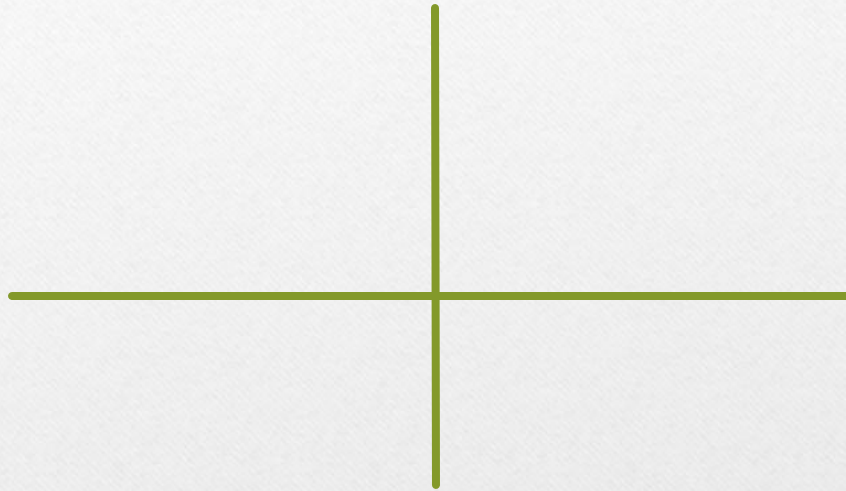
Payoff



Landscape Map

Category
Key
Purchase
Decision
Trigger

Category
Key
Purchase
Decision
Trigger



Case Study Method

Understand the Business

How does the company make money
What's the business strategy
Role of marketing
Is marketing in alignment with biz strategy
Does marketing drive the business

Understand the Marketing

What is the product being sold
What's the pricing strategy
What's the promotional strategy
What's the distribution strategy
Who is the customer target

Understand the Brand

What is the Brand Promise
What's the evidence to support that promise
What are the emotional & rational benefits
What's the value proposition of the brand

Understand the Category

What attributes are critical to success
Who are the competitors
Who is the category leader
Who is the category challenger
Why do customers switch in this category

What's the problem to be solved ?

What are the key strategy issues ?

What's the strategy, What should it be ?

What's your recommendation ?

Understand the Business

Understand the Marketing

Understand the Brand

Understand the Category

What's the problem to be solved ?

What are the key issues ?

What's the strategy, What should it be ?

What's your recommendation ?