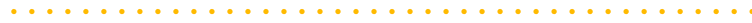


BRAND UNIQUENESS BLUEPRINT

A simple 6-box framework for outlining your core target audience and brand uniqueness.



Relevance		Differentiation	
Core Target Identify a specific target audience by means of attitudinal data (how they feel / think), behavioral data (what they do) and demographic data (age, income, education, etc). Specify a high level need relevant to the brand or service.		Brand Promise What can our brand promise to the target audience – in the form of an emotional benefit supported by functional benefits – that is unique, superior to competition and aligned with the target’s highest values?	
Core Insight What do we know about the target audience’s motivations? What are they seeking? What are the highest values they pursue? What behaviors are indicative of their motivations? What sentiments do they reveal?		Brand Delivery What are the elements of brand delivery required to keep the promise every time?	
Frame of Reference What / who are the competitors for the target audience’s time and resources? Why are they attracted to those competitors? What perceived strengths of the competitors / weaknesses of our proposition are most relevant to their current behavior?		Brand Character What are the words we use to describe the character of our brand – a character that we will present consistently and one which is supportive of the brand promise.	

BRAND UNIQUENESS BLUEPRINT

An example using the brand Wolaco - Compression Shorts and Pants.



Relevance		Differentiation	
Core Target Active, contemporary citizens of the world. Their active way of life includes exercise for fitness and health, which they try to fit in to a busy work and family schedule. They are young, hard working and positive-minded.	Brand Promise Wolaco equips you best for your purposeful pursuit of personal growth through the active way of life. Wolaco innovations empower you with unparalleled efficiency in freedom of movement while staying connected to the world.		
Core Insight They are goal pursuers in all aspects of their life. They are driven to accumulate PB's in exercise, and new milestones in their careers and ventures. They see personal growth as desirable, achievable, multi-faceted and balanced.	Brand Delivery Features that are complementary to fluid movement. Features that enable multi-tasking and multiple activities (sweat-proof phone pocket, attachments etc.) The latest high-performance/high durability fabrics. Extra support in key body areas. Emotional support for active lifestyle and deep purpose.		
Frame of Reference General Competitors – any brand of sports and exercise wear that offers performance functionality, comfort, and convenience / multi-use capability. Specific Competitors – LuluLemon, Nike, Under-Armour, Adidas, Puma, and the usual branded sports apparel lines.	Brand Character Purposeful Adventurous Balanced		

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Relevance		Differentiation	
Core Target		Brand Promise	
Core Insight		Brand Delivery	
Frame of Reference		Brand Character	