## Customer/User Insight

- What do people think and feel regarding the category?
- How are you relevant to those needs or desires?
- What problem(s) do you solve for them?
- What benefits of your company/product are most valuable to them?
- What most strongly influences their decisions in this category?

## Competitive Environment

- What concepts and conventions define the category?
- Who are your direct and indirect competitors? What defines them?
- Where is the strategic void in the market?
- Are you disrupting the category in any way?

## Company/Product Features

- What is the simplest description of your product and what it does?
- What aspects of that are different from everyone else?

## Rational Benefits

- What are the tangible benefits of the product? Which benefit is unique or most important?

## Emotional Benefits

- What are the intangible benefits of the product? Which benefit is unique or most important?

## Brand Positioning Statement

**Audience**: Who are they and what is their most important psychographic need or desire as it relates to the brand's category?

**Description**: What is the simplest description of the product? Or what is the broader, more strategic frame of reference?

**Benefit**: What is the unique, primary benefit or point of difference of the product?

**Proof**: What are the factual, meaningful and provable reasons to believe the primary benefit or point of difference?

**Payoff**: What is the ultimate emotional payoff for the customer or user? Does it answer the need in the audience section?

**Brand Essence**: What is the core idea or defining concept of the brand? Is it tangible or attitudinal? (Unique, succinct, pithy, and ideally 2-4 words.)

## Key Messages

- What’s your story?
- What are the most important and differentiating aspects of the brand?
- How can you define them as quickly and interestingly as possible?