



CUSTOMER TRENDS

CUSTOMERS

HOW TO USE

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|--------------------------|-----------------------|
| 1. Customer Trends | 8. Brand Purpose |
| 2. Customers | 9. Core Competencies |
| 3. Customer Insights | 10. Brand Benefits |
| 4. Industry Trends | 11. Cultural Values |
| 5. Competition | 12. Brand Personality |
| 6. Industry Insights | 13. Brand Experience |
| 7. Strategic Opportunity | |

COMPETITION

INDUSTRY TRENDS

STRATEGIC OPPORTUNITY

CUSTOMER INSIGHTS

BRAND BENEFITS

CORE COMPETENCIES

BRAND
PURPOSE

CULTURAL VALUES

BRAND PERSONALITY

INDUSTRY INSIGHTS

BRAND EXPERIENCE