

The Branding Canvas

Designed for:

Designed by:

on: DD MM YYYY

Iteration n. N°

Core Identity



What makes you special?

CATEGORIES:

- Purpose, Vision & Values
- Company history, culture & heritage
- Supported causes

Key Offering

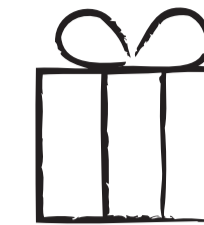


What relevant services or products do you offer?
What features or capabilities does your customers value?
What elements make your Customers experience outstanding?
What style of Customer Relationship do you offer?

CATEGORIES:

- Products
- Services

Key Benefits

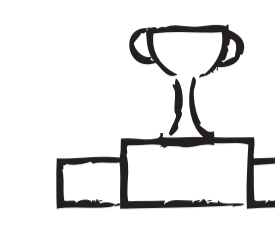


What benefits do your customers enjoy?
What unique experience do you provide to your customers?

BENEFITS:

- Functional (the problem they see solved and/or needs satisfied)
- Emotional (how they feel)
- Self-expressive (the kind of person they think they become)
- Social (type of people they can relate to)

Positioning

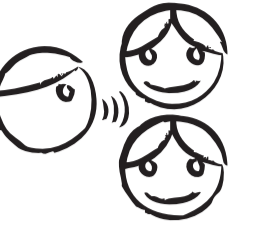


Consider all the other higher blocks of the Canvas: what is the distinctive element that makes you different from your competitors and appealing to the Audience?

POSITIONING CHECKLIST:

- Picture the "position" you gain in the mind of the Audience when compared to your competitors thanks to this element:
- Is it credible, specific and distinctive?
 - Is it relevant to the customer need?
 - Does it imply a clear and compelling set of benefits?
 - What size of market is related to it?
 - Does it justify a premium price?
 - Does it capitalize on a competitor's actual or latent durable weakness?
 - Can it be imitated by competitors?
 - What is the strong Customer motivation behind it (insight)?

Audience



For whom do you create value?
Who are your most important Customers?
Who influences your Customers?
Who helps you develop your Brand?

CATEGORIES:

- Customer segments
- Influencers (journalists, bloggers, referrals, opinion leaders, etc.)
- Communities and tribes (online and offline)
- Public opinion

Reasons to believe

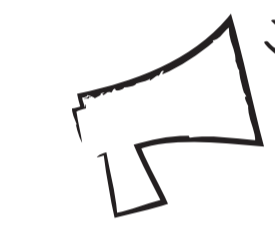


What makes it credible to the Audience?

CATEGORIES:

- History, facts, results, track record
- Certifications
- Roles in associations, pro bono activities
- Endorsement of relevant stakeholders
- Academic collaborations, Publications
- Intellectual property
- Assets
- Etc.

Communication



How do you become known by your Audience?
Through which Channels do you reach your Audience?
How do you create relationships with your Audience?
How do you involve them?

CATEGORIES:

- Visual and verbal identity (logo, tagline, etc.)
- Storytelling & Brand Content
- Publicity & PR
- Branded Content, Sponsorship & Advertisement
- Events & Presentations
- Digital Marketing
- Community Management
- Etc.

Key Investments

In which Key Partners, Key Activities or Key Resources do you invest or must you invest to Brand successfully?

CATEGORIES:

- Marketing & Communication
- Assets and physical resources
- Suppliers, Consultants & Partnerships - Time
- Training
- Time
- Intellectual Property



Results

What results or benefits do you get or do you want from your Brand?
How are you perceived?
How do you want to be perceived?
What do they say about you?
What do you want them to say about you?

CATEGORIES:

1. Visibility, awareness, recognition, memorability
2. Leadership, respect, image, reputation
3. Differentiation, perceived quality, relevance
4. Premium price, market share
5. Loyalty, retention, advocacy

