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Brand Platform

The brand platform is an articulation of what your brand stands for and what it means. It is a strategic set of statements that encompass what your organization's vision is, how it acts on that vision, and why it is unique or different. A brand platform serves as the springboard for all branding activities and decisions.

These are the foundational elements that form your Brand Platform

1. **Brand Vision** What you want your organization to be. Vision is rooted in your brand's guiding insight into its world: the philosophy that drives your organization towards what it aspires to become or achieve.
2. **Brand Mission** How your brand will act on its vision—insight: methodology informed by purpose and a clear sense of destination.
3. **Brand Promise** What the customer gets from your brand. The thing that both reflects your essence and evokes the right feelings about your brand—and feelings drive actions.
4. **Brand Positioning** The distinctive position that your brand adopts in its competitive environment so that your target market can tell your brand apart from others. Fundamentally, it's about reflecting your vision in a way that inspires the people to whom you're communicating.
5. **Brand Essence** Your brand promise expressed in the simplest, most single-minded terms: Volvo = safety; Mustang = racy. The most powerful brand essences are rooted in a fundamental customer need.
6. **Brand Values** The code by which your brand lives. These are core values held by your organization that reflect the associations you want to evoke in your audience. At least one of them should resonate with the audience in such a way as to differentiate your brand.
7. **Personality and Language** Your brand's "human" personality traits, how it speaks to its audiences.
8. **Inspiring Proposition** This is a distillation of the Brand Values through the filters of Positioning, Promise and Vision to arrive at a brief statement that embodies your brand, clothing it with insight and intrigue.