

Messaging Framework Template

Our brand promise	<i>[What is the value or experience your customers can expect to receive every single time they interact with that company?]</i>		
Our mission	<i>[What does your business aim to achieve by offering its products and/or services]</i>		
Target audience	<i>[Who is your target audience?] [What challenges do they face?] [How does your offering help them to overcome their challenges?]</i>		
Positioning statement	<i>[What defines your place in the market over your competitors?]</i>		
Value proposition	<i>[How do you solve your customers' problem in a unique or superior way?]</i>		
Elevator pitch	<i>[A short description of what you do, combining your value proposition and positioning statement and explained in a way any listener can understand]</i>		
Tone of voice	<i>[How do you want to be perceived? e.g. Friendly and approachable? Professional and corporate?]</i>		
Brand pillars <i>(3 reasons you stand out)</i>	<i>[Brand pillar 1]</i>	<i>[Brand pillar 2]</i>	<i>[Brand pillar 3]</i>
Supporting examples <i>(The proof)</i>			
Our Values	<i>[What values underpin the way you want to be working?] [How does this come across internally and externally?]</i>		