**Brand Messaging Pillars Template**

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| Vision*Where do we want to be in the future?* Describe the long-term aspirations for the brand. | Mission*Why do we exist?* Summarize the purpose driving the brand’s existence. | Target Audience*Who are we speaking to?* Define the primary groups the brand seeks to engage. | Brand Promise*What can customers count on us for?* State the consistent value the brand pledges to deliver. |
| Overall Value Proposition*What sets us apart?* Outline the unique benefit that the brand provides. | Tagline*How do we communicate our essence in a few words?* Craft a brief phrase that captures the brand’s spirit. | Tone of Voice*How do we sound?* Specify the style and personality the brand uses to communicate. |
| Brand PillarsDefine the central themes that guide our brand’s message.Pillar 1: Theme that sets our brand apartPillar 2: Core value that our brand embodiesPillar 3: Principle that resonates with our audience | Proof PointsDetails & differentiators that support our brand pillars.Supporting Point 1: How does this pillar benefit customers?Supporting Point 2: What makes this pillar credible?Supporting Point 3: What evidence or facts reinforce this pillar? |

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