**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Essence+Wheel+word+11225&lpa=Brand+Essence+Wheel+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND ESSENCE WHEEL TEMPLATE**



text

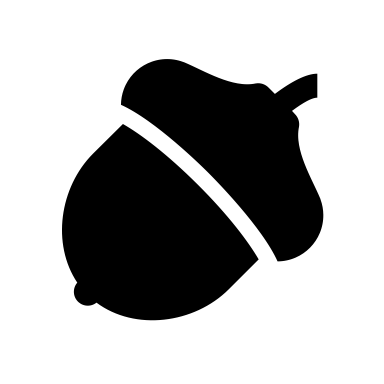
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How does the brand make customers feel?

What does the product do for the customer?

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How does the brand make customers look?

How would a customer describe the product?

BRAND PROMISE

Describe the brand’s emotional benefit in 10 words or less.

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