**ONE-PAGE BRAND STRATEGY**

**TEMPLATE EXAMPLE**

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| Company Mission | Our mission is to delight and inspire your guests by beautifying your table. |
| Brand Positioning Statement | For the home dinner entertaining enthusiast, we offer the only modern dinnerware that combines beautiful design with functional appeal. How? We use advanced 3D printing technology to craft dinnerware, drinkware, and entertaining collections that your guests can’t stop talking about. |
| Unique Selling Proposition | This product is setting the standard for modern home dining. |
| Reasons to Believe | We hold a patent for our 3D printed form. Our unique and functional designs sport a modern Scandinavian aesthetic. Our product is durable enough for dishwashers and delicate enough for Christmas dinner. During testing, guests couldn’t stop smiling and commenting on the process and design. |
| Brand Personality | 60% Sophisticated 30% Innovative 10% Hero |
| Brand Promise | We elevate your entertaining efforts by serving your guests delight, wonder, sophistication, and timeless function. |
| Brand Voice & Tone | Because we are sophisticated, our tone is simple and chic; because we are innovative, our tone is also forward looking; and because we are heroic, our tone is inspiring. Our voice elevates the everyday; our voice is passionate about elegant home entertaining; our voice leads in quality and unique style because of our patented technology and designs; in short, our voice saves the dinner party. |
| Taglines | Dinner never looked so good.This is not your grandma’s china. This is modern design for the modern table. |

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