

BRAND ESSENCE WHEEL TEMPLATE

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What does the product do for the customer?

How does the brand make customers feel?

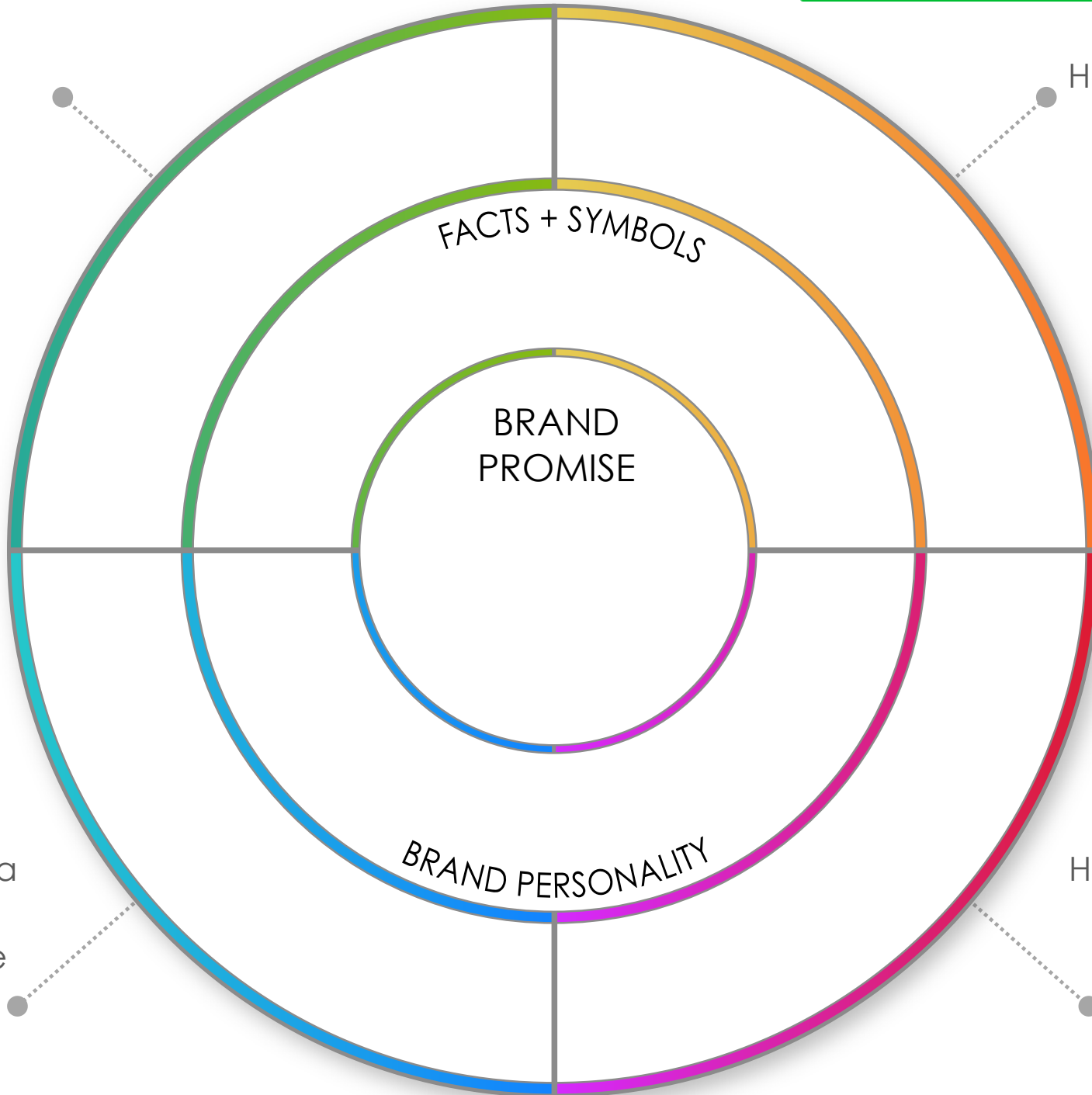
FACTS + SYMBOLS

BRAND PROMISE

How would a customer describe the product?

How does the brand make customers look?

BRAND PERSONALITY



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