

# Design Brief / Marketing Profile

## *Brand Profile*

### **Project**

Project/Program/Product Line to be developed

### **Business Objective**

Specific Business Aim

### **Positioning Statement / Unique Selling Proposition**

A positioning statement describes how the client has positioned itself in the market, including the unique opportunity offered by the client, the competitive advantage of the product, detailing the factors that differentiate it from all others.

### **Brand Equity**

What is the Meaning/Equity of the name? What are the associated values?

### **Market**

Who is the specific Audience? Who are primary and secondary audiences?  
Consider:  
Demographics, Psychographics Business Category, Function, Attitude, and Size

### **Competititon**

Who will compete with this business in the marketplace? Be specific.

### **Location**

Where will this piece be located (shelves, wallets, streets, etc)

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