

The Brand Strategy Canvas

CREATED FOR:

[REDACTED]

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CREATED BY:

Devonna Harrison

VERSION:

[REDACTED]

Customer/User Insight **A**

What do people think and feel regarding the category?
How are you relevant to those needs or desires?
What problem(s) do you solve for them?
What benefits of your company/product are most valuable to them?
What most strongly influences their decisions in this category?

1. Event planners wants to create an event and sell tickets with ease.
2. Provide an online platform makes it easy to connect events to ticket sales
3. Fixes the problem of difficult ticket transactions and makes it easier to acquire customers
4. Benefit customers with fast all-in-one solution to sell tickets with visibility and control
5. Easy of use and flexible control of platform

Competitive Environment **C**

What concepts and conventions define the category?
Who are your direct and indirect competitors? What defines them?
Where is the strategic void in the market?
Are you disrupting the category in any way?

1. Options for people to find and purchase tickets for events
2. Direct competitors are EventBee Facebook events, Ticketmaster, Instagram, platforms that sell tickets or promotes events.
3. Having an all-in-one service that can browse create and promote local events
4. Yes, by have create quick access to sales

Company/Product Features **B**

What is the simplest description of your product and what it does?
What aspects of that are different from everyone else?

1. [REDACTED] is an event management and ticketing website.
2. Fast, all-in-one way to browse, promote, and purchase tickets

Rational Benefits **C D**

What are the tangible benefits of the product?
Which benefit is unique or most important?

- *Get money quickly
- * All-in-one solution
- * Know how many people are attending and seamlessly communicate with them

Brand Positioning Statement

Must meet all five criteria:
important, unique, believable, actionable, sustainable.

A Audience

Who are they and what is their most important psychographic need or desire as it relates to the brand's category?

For:

Event planners seeking to acquire an audience easily and quickly

B Description

What is the simplest description of the product?
Or what is the broader, more strategic frame of reference?

is:

An event management and ticketing website

C Benefit

What is the unique, primary benefit or point of difference of the product?

that:

lets you get access to your money quickly

Emotional Benefits **E**

What are the intangible benefits of the product?
Which benefit is unique or most important?

- *Stress-free management of sales
- * Safe and trusted experience
- * Influence and connection over a larger audience

D Proof

What are the factual, meaningful and provable reasons to believe the primary benefit or point of difference?

because:

Having an all-in-one solution

E Payoff

What is the ultimate emotional payoff for the customer or user?
Does it answer the need in the audience section?

so that:

stress-free management of sales

Company Values

What are the values of the company?
(Usually expressed as nouns.)
How do the values of the founders influence company values?
How do company values influence your product, culture, or customers?

1. Connection, live experiences, learn, grow
2. The desire to bring the world together drives the company to focus on making better connections
3. It cause intentional planning of our services and how to best meet their need to connect.

Brand Personality

What are the brand's human characteristics?
(Usually expressed as adjectives.)

- *Flexible
- * Inquisitive
- * Intentional

Brand Essence

What is the core idea or defining concept of the brand? Is it tangible or attitudinal? (Unique, succinct, pithy, and ideally 2-4 words.)

Bring the world together through live experiences

Key Messages

What's your story?
What are the most important and differentiating aspects of the brand?
How can you define them as quickly and interestingly as possible?

1. If we can help bring the world together around live experiences, then ultimately we're doing some good.
2. Our services allow users to seamlessly manage and attend events in one space.
3. All-in-one solution that lets you get access to your money quickly.