

(Version 1)

Brand Platform Worksheet

Brand Platform

- Brand Differentiator
 - We're the only company evangelizing extreme transparency through social content.
- Brand Personality/Tone
 - Extreme, bleeding edge, innovative, cavalier, hip, youthful, intelligent/savvy
- Brand Essence
 - Educating brands on the advantages of extreme transparency through social content.
- Brand Promise
 - Leverage social content in a way that extends and enhances your brand safely.

Background

- Who We're Talking To
 - Peers, Adopter crowd, Social media users
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