

Brand positioning and messaging framework

This slide provides information regarding product positioning and messaging in order to help all the value stakeholders understand the value being delivered.

	>	Brand Promise (Value Proposition)	Smart appliances to assist clients in managing day to day tasks		
	>	Positioning Statement	For people who prefer comfort, brand XYZ is ideal for managing daily tasks, fast charging time and beautiful design • Add text here		
	>	Target Audience	Middle/Upper income consumers		
	>	Tone of Voice	Empowering, Progressive		
	>	Elevator Pitch	Products are convenient, with award-winning design. Ensures savings in time, money and efforts.		
	>	Brand Pillars	Performance	Design	Convenience
	>	Key Benefits	Faster than 99% of a most devices available	Best designed device of all time	Owning ABC product is economically possible
	>	Features	Response time: 0.05 nanoseconds	Large touch screen Streaming services	Superchargers User friendly mode

Messaging And Positioning Guide

**Michael Grahame Moore, William C.
Diehl**



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