

# Brand Map

<b>Target Market</b> <i>Demographics and defining attitudes of the targeted consumers</i>		<b>Competitive set</b> <i>Key direct and indirect competitors</i>	
<b>Behavioural characteristics</b>			
<b>Positioning statement</b>			
<b>Insight</b> <i>The key insight which the proposition is built on?</i>	<b>Essence</b> <i>Crystallisation of what the brand stands for</i>	<b>Take-out</b> <i>What we want the target market to say about the brand</i>	
<b>Benefits</b> <i>The emotional and functional benefits the consumer gets from choosing the brand?</i>		<b>Validators</b> <i>Tangible reasons for consumers to buy into the brand?</i>	