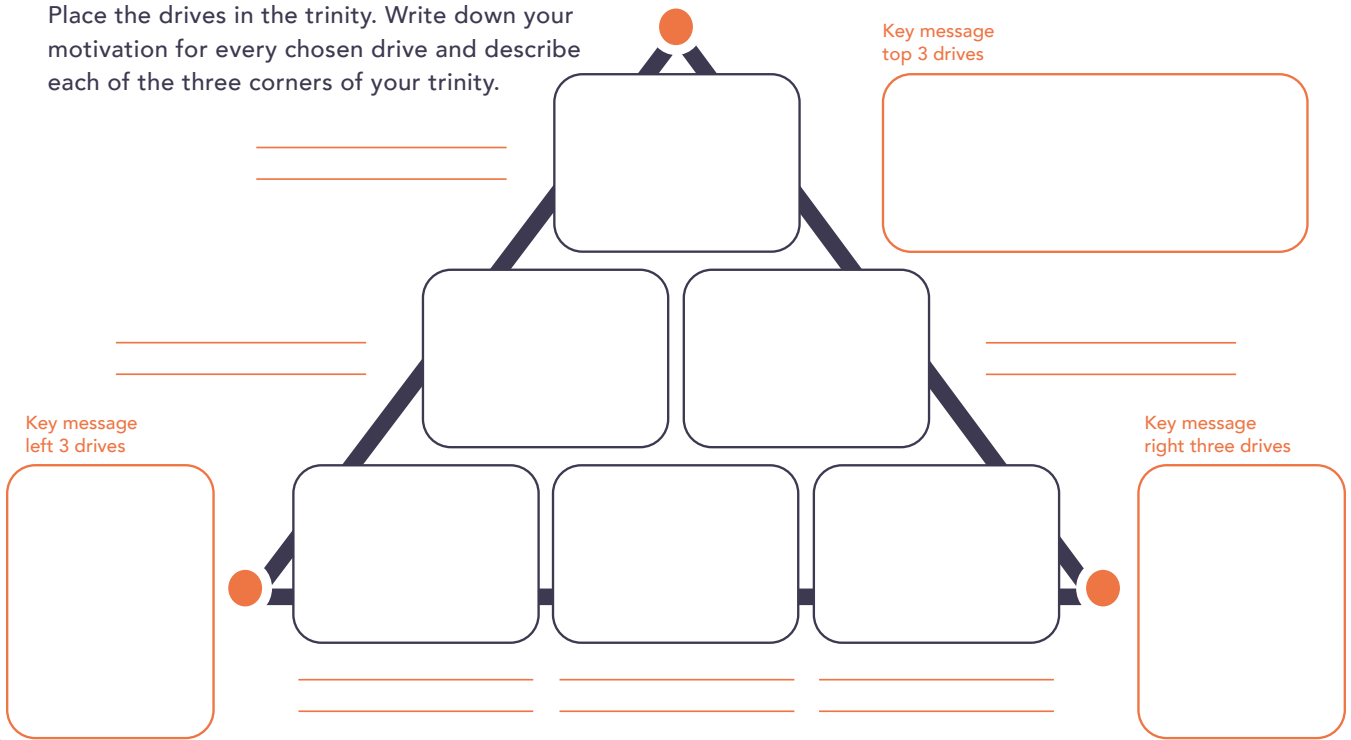


1. Imagination

Choose six 23plusone drives for your company/brand.
Place the drives in the trinity. Write down your motivation for every chosen drive and describe each of the three corners of your trinity.



2. The statement

The target audience:

Your distinctive character:

The problem of the target audience:

Supporting evidence:

The market you are competing in:

Final promise to the customer:

3. The character

Which words best describe the character of your company/brand (E.G. frivolous, progressive, playful, traditional)?

4. The story

Write down the story of your company/brand

▼ POSITIONING PLATFORM

1. Imagination

Choose six 23plusone drives for your company/brand. Place the drives in the trinity. Write down your motivation for every chosen drive and describe each of the three corners of your trinity.

