

# Brand Essence

modello di



**AvantGrade.com**

Digital Marketing & Artificial Intelligence



# Brand Essence

Target consumer

Attributes

**CORE  
ESSENCE**

Brand benefits

Brand personality



# Brand Essence

Target consumer

Attributes

CORE  
ESSENCE

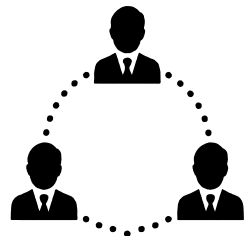
Brand benefits

Brand personality

# Target Consumer



**A chi ti rivolgi?**



**Caratteristiche professionali**

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**Profilo socio-demografico**

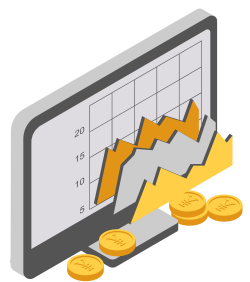
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**Ulteriori informazioni sul target**

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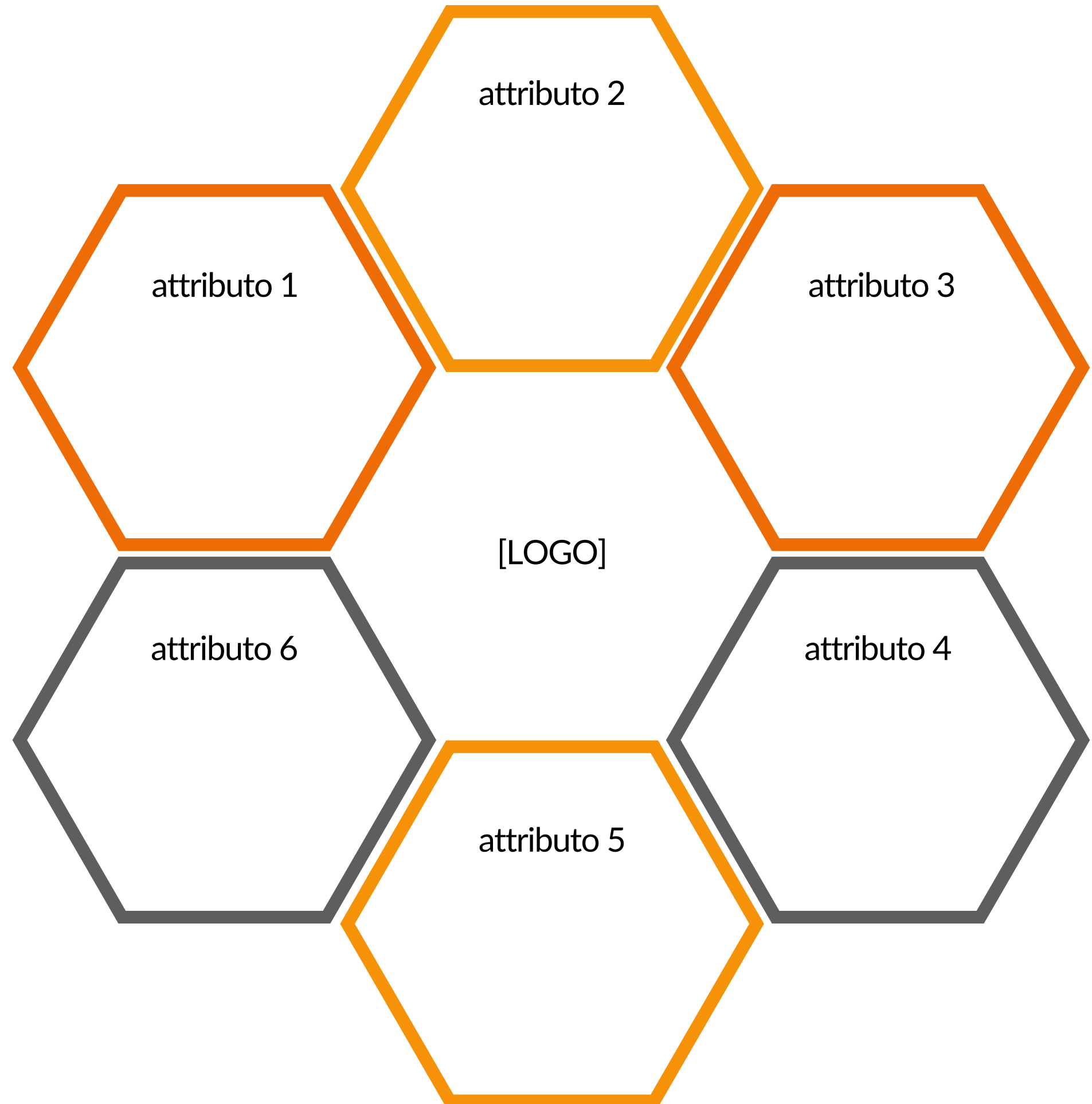
Brand benefits

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# Attributes

**"Se qualcuno stesse scrivendo una storia sul tuo brand e ti chiedesse informazioni, cosa gli racconteresti?"**



NB: non è necessario inserire tutte e 6 gli attributi.



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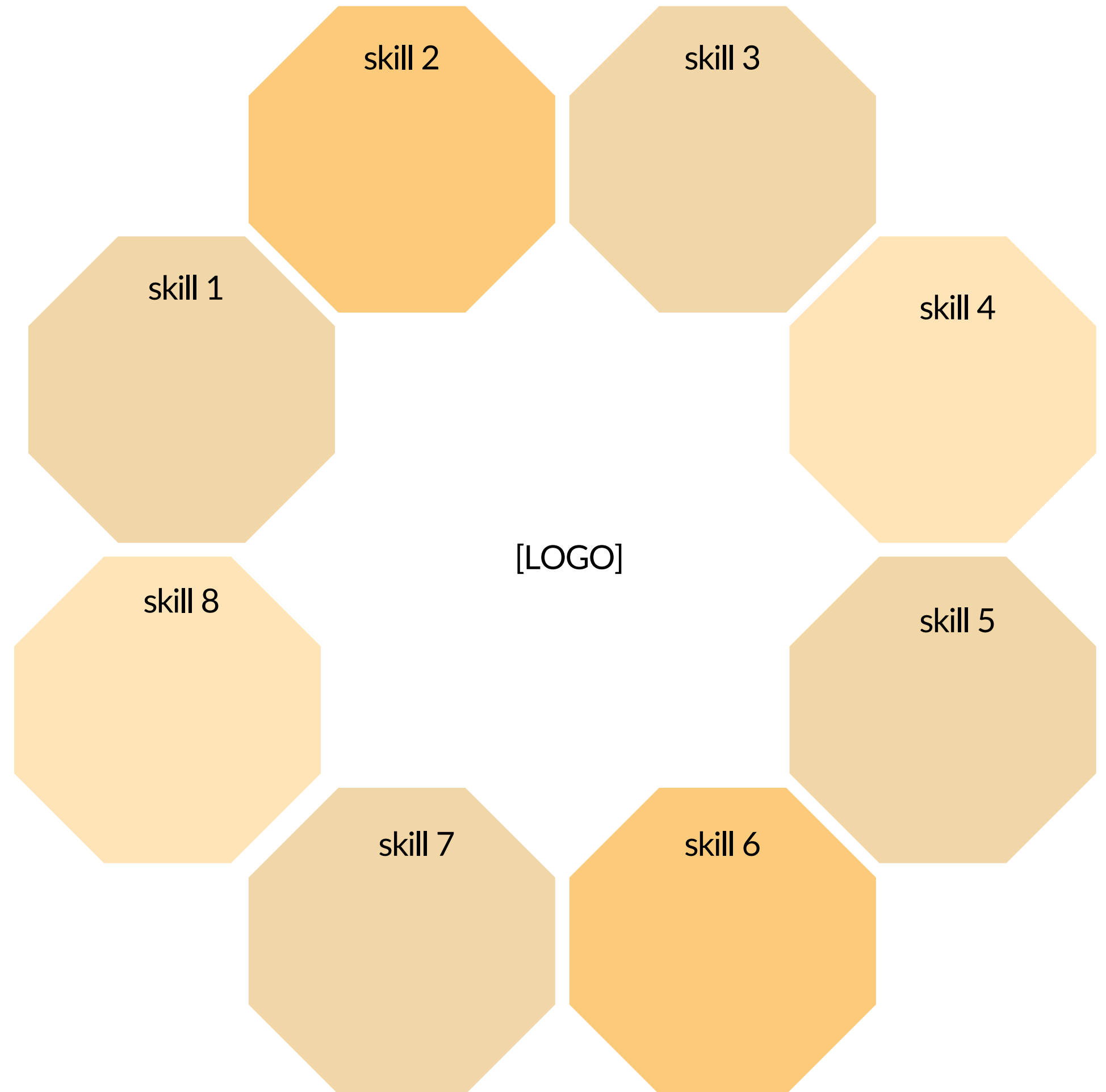
Brand benefits

**Brand personality**

# Brand Personality



**"Se il tuo brand fosse una persona, quali soft skills avrebbe?"**



NB: non è necessario inserire tutte e 8 le skills.





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# Brand



# Benefits

**"Cosa fa il tuo  
brand che i  
competitor  
non fanno?  
Come ti  
distingui?"**

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# Core Essence

**Qual è la  
promessa che  
fai ai tuoi  
clienti? Come  
descrivi il  
brand in una  
frase?**

A large orange L-shaped bracket frames a set of six horizontal lines for writing. The lines are evenly spaced and extend across the width of the bracket.