

Organizational Brand Identity Map

Organizational Brand Name

[Empty box for Organizational Brand Name]

Name

[Empty box for Name]

Target Audience

[Empty box for Target Audience]

Goal or Mission

[Empty box for Goal or Mission]

Category Descriptor

[Empty box for Category Descriptor]

Compelling Strategy #1

[Empty box for Compelling Strategy #1]

Compelling Strategy #2

[Empty box for Compelling Strategy #2]

Tangible Benefits

[Empty box for Tangible Benefits under Strategy #1]

Intangible Emotional Appeal

[Empty box for Intangible Emotional Appeal under Strategy #1]

Intangible Emotional Appeal

[Empty box for Intangible Emotional Appeal under Strategy #2]

Tangible Benefits

[Empty box for Tangible Benefits under Strategy #2]