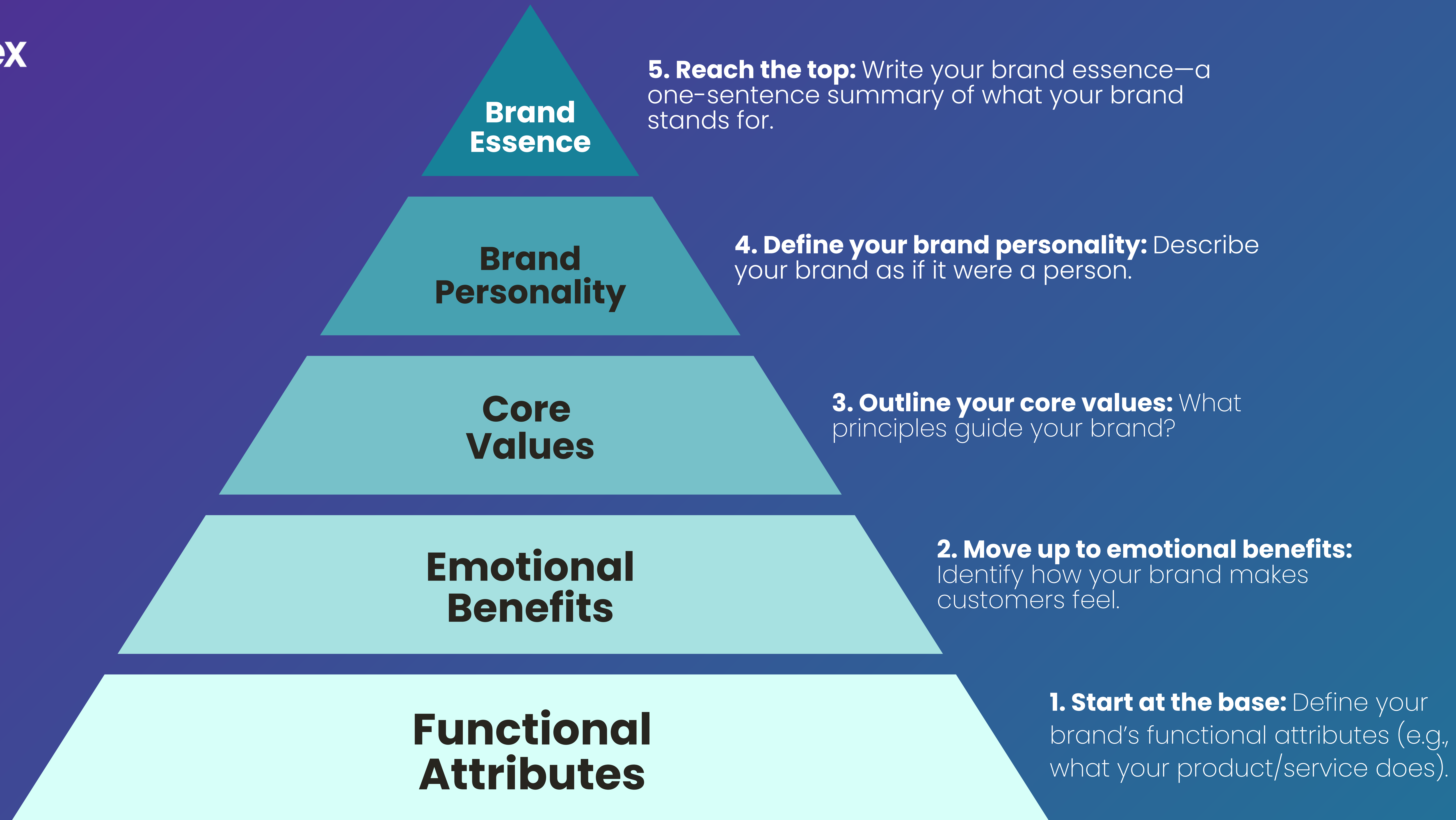


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Brand Pyramid

The Brand Pyramid helps define and align your brand's essence by identifying its core values, personality, and benefits to customers.



Example 



Example 1

Fictional coffee brand, "BrewJoy".



Another B2B example

5. Brand Essence

"Brewing Joy, One Cup at a Time."

4. Brand Personality

- Warm, approachable, and dependable, like a good friend who always has a cup of coffee ready.
- Trendy and innovative, staying ahead of coffee trends while respecting tradition.
- Passionate and authentic, with a deep respect for coffee craftsmanship.

3. Core Values

- Sustainability: Committed to eco-friendly sourcing and packaging.
- Community: Bringing people together over a shared love of coffee.
- Excellence: Ensuring quality in every cup.

2. Emotional Benefits

- Brings joy and comfort to your daily routine.
- Creates a sense of connection through shared coffee moments with friends and family.
- Builds pride in supporting sustainable and ethical coffee farming practices.

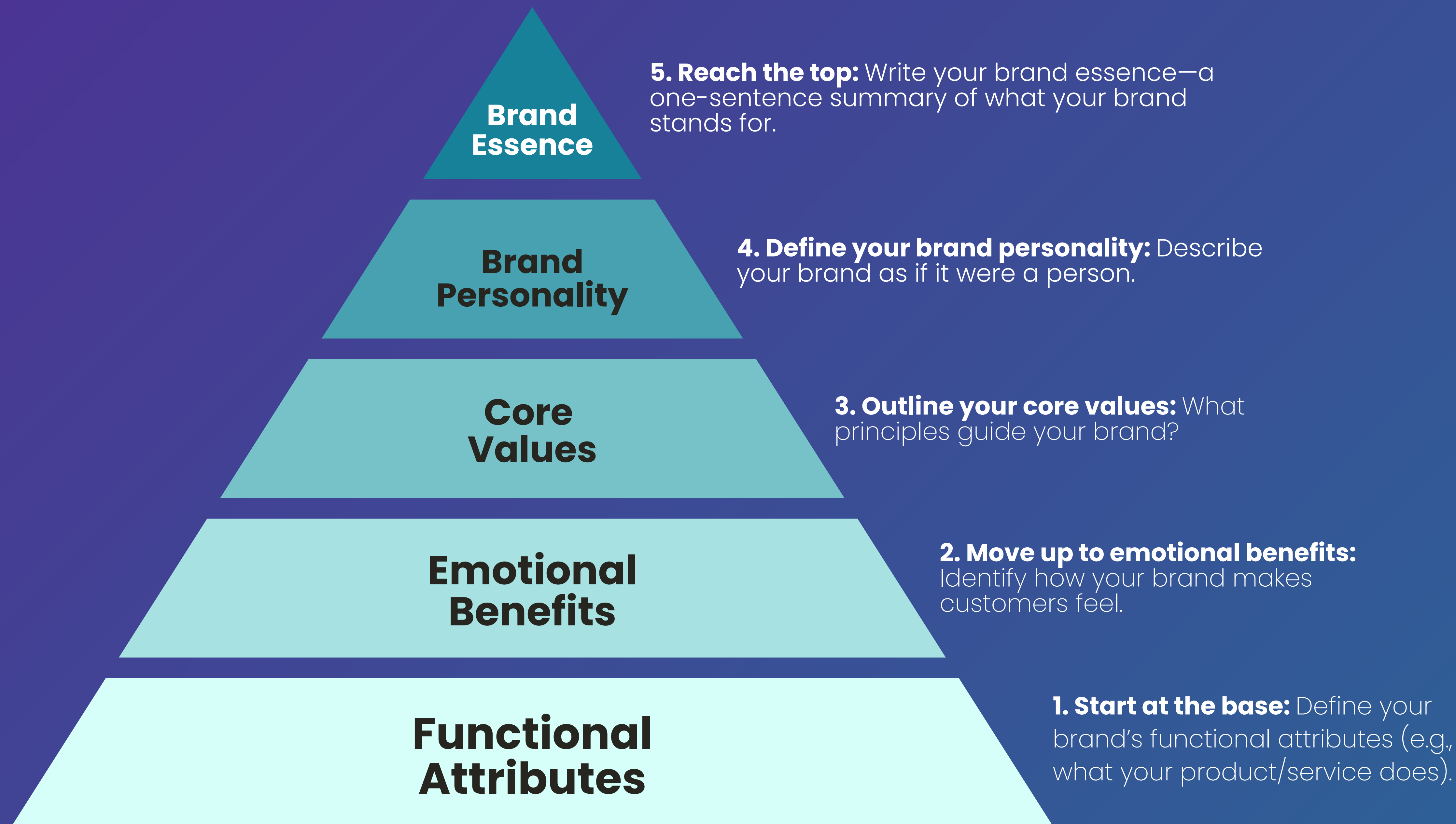
1. Functional Attributes

- Premium quality coffee beans sourced ethically from around the world.
- A wide range of flavors and blends to cater to diverse taste preferences.
- Convenient subscription service for regular delivery.



Example 2

Tech B2B Company, "CloudScale".



5. Brand Essence

“Empowering businesses with seamless and secure cloud solutions.”

4. Brand Personality

- Trustworthy, like a reliable IT partner who’s always there when needed.
- Innovative, staying at the forefront of cloud technology advancements.
- Professional, with a friendly and approachable tone.

3. Core Values


- Innovation: Continuously pushing boundaries in cloud technology.
- Reliability: Providing consistent, high-quality service.
- Collaboration: Partnering with clients to create tailored solutions.

2. Emotional Benefits

- Gives businesses peace of mind knowing their data is secure and accessible.
- Fosters confidence by empowering businesses to scale without worrying about IT limitations.
- Builds trust by delivering reliable performance and expert support.

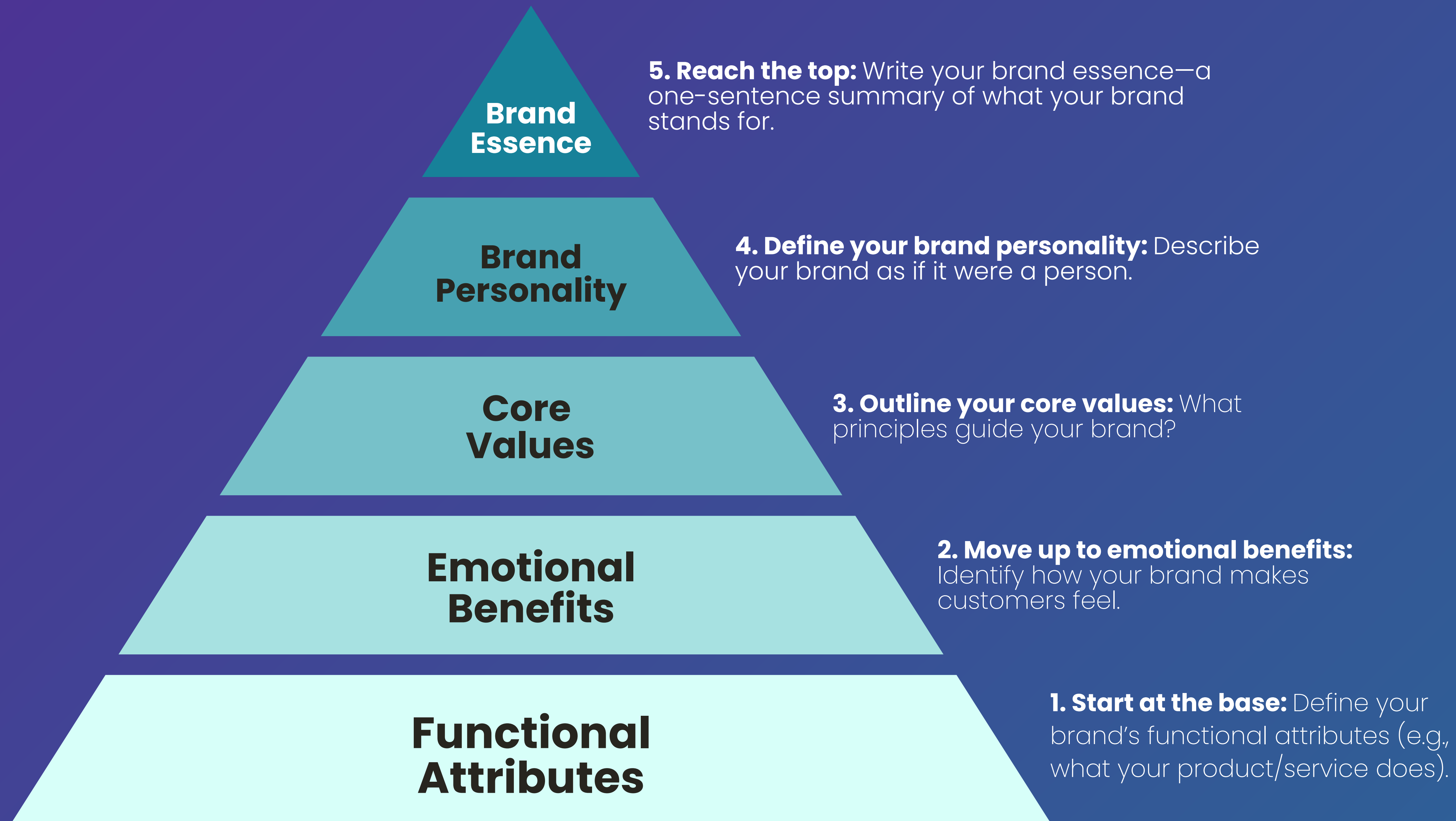
1. Functional Attributes

- Provides scalable cloud infrastructure solutions for small to mid-sized businesses.
- Offers seamless integration with existing IT systems and robust data security.
- Provides 24/7 technical support and monitoring to ensure uninterrupted service.

Now it's your turn 



Your turn!



5. Brand Essence

4. Brand Personality

3. Core Values

2. Emotional Benefits

1. Functional Attributes