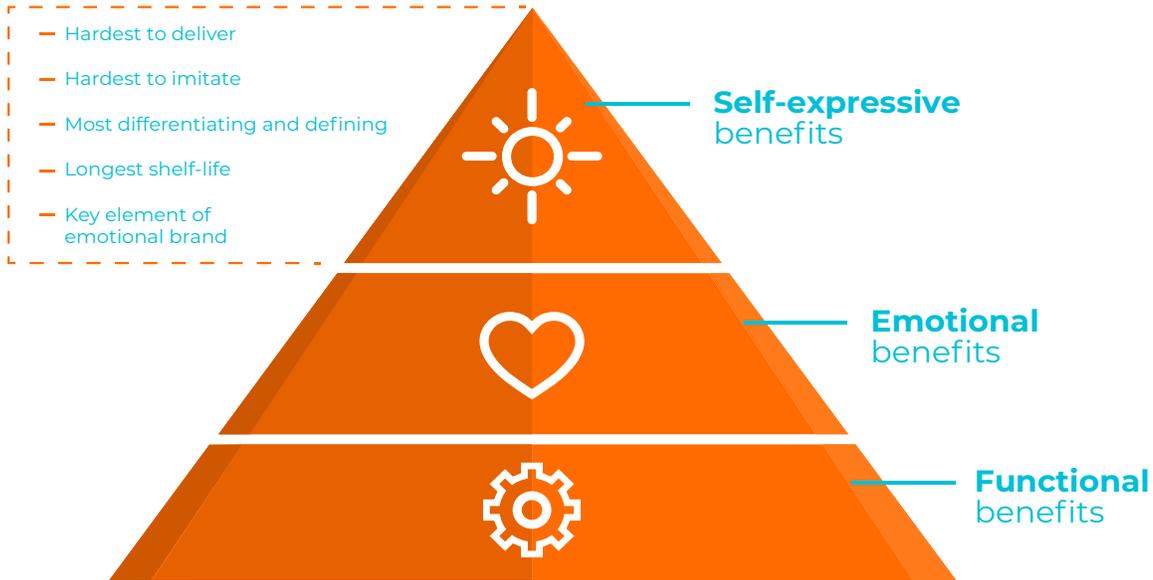


# BRAND VALUES PYRAMID



# THE BRAND VALUES PYRAMID



## BRAND VALUES PYRAMID

**What category are you in?** Document your response below as a reminder while you complete the next exercise.

### BASELINE REQUIREMENTS

**What are the baseline requirements for your offering in THAT category?** List as many as you can in the box below.

Baseline requirement	Rating ("Extra credit")

## EMOTIONAL BENEFITS

**What are the emotional benefits your company, product, or service provides?** Think about what you do that's different that enables your customer to do that he or she can't without you.

**How do those special things make your customer feel?** Use the chart below to document some of those things.

<b>What unique features do we PROVIDE or unique things do we DO?</b>	<b>How does that make customers FEEL?</b>
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## VALUES AND BELIEFS

**What values and beliefs do you share with your ideal customer?**

<b>Values</b>	<b>Beliefs</b>
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