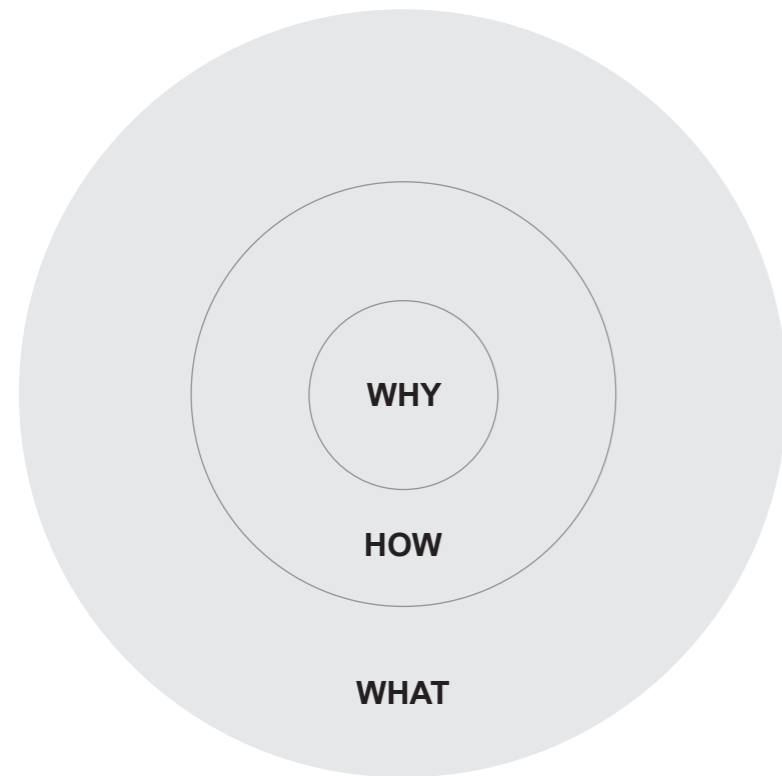


BRAND VISION AND MISSION FRAMEWORK

Defining Your Purpose / Raison d'Être / WHY



WHY

This is WHY you exist as a company/ brand. Only very few organizations know WHY they do what they do. WHY is not about making money – that's a result. WHY is a purpose, cause or belief. It's the foundation of your HOW and WHAT.

HOW

This is about HOW you are different, what makes you special and what sets you apart from the competition. Only some organizations know HOW they do it and follow through.

WHAT

Every organization in the world knows WHAT they do. This is about your products you sell or services offered.

Brand Vision and Mission Framework

Your Purpose / Raison d'Être / WHY

WE BELIEVE THAT / WE SEE A FUTURE THAT ...

THAT'S WHY WE ARE HERE TO / THAT'S WHY OUR MISSION IS TO ...
