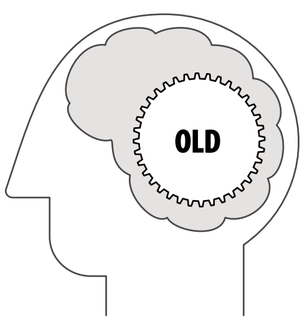
Brand Value Canvas

Sort and use a 1-5 Scale for each attribute.



Rational/Tangible

Emotion/Intangible

Target Customer

Needs
Objectives, Goals, Problem to solve

Pains
Fears (Cost, Time, Effort), Frustrations, Concerns

Desires (often hidden)
Emotional Needs, Personal Self Interests

+

Your Brand

Solutions
Features, Specifications, Functionality for Needs

Pain Relief
How do you take away or mitigate Pains

Rewards (often hidden)
Make their life better, Satisfy emotional Desires

+

Unique
Against competitors. 1 common to 5 unique to you

=

Value
Add up the three columns.

VALUE

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