EPIC BRAND MAP

Positioning **Brand Strategy Brand** Product Architecture Market Fit Value Customer **Brand** Proposition Definition Promise BVC2 BVC3 BVC4 BVC5 BVC1 **Brand Value Creators Guiding Pillars** Vision Core Values Purpose Mission Personality **Brand Archetype** Visual Identity **Brand Name** Verbal Identity **Brand Identity Customer Experience Brand Communication Brand Touchpoints Brand Experience**

Imagine the EPIC Brand Map™ as your brand's mountain map, where your goal is the brand's pinnacle, that is, establishing a powerful positioning in your customer's mind. You start by clearly defining your goal and move downwards to map the whole terrain. You then build the brand from the bottom layer upwards following the intelligently mapped terrain.