

# Build a winning brand

## 9 steps to a prevailing brand

**VALUES & PERSONALITY**  
What does your brand stand for?

**CREDIBILITY**  
How do you prove your benefits?

**ESSENCE**  
The essence of your brand in 1 sentence.

**BENEFITS**  
Why do clients choose you?

**DISCRIMINATORS**  
What is your biggest distinctive quality?

**INSIGHTS**  
What are the expectations of the client?

**COMPETITION**  
What does the competition look like?

**TARGET**  
Who is your preferred audience?

**ROOT STRENGTHS**  
What made your company big?



grow impact

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