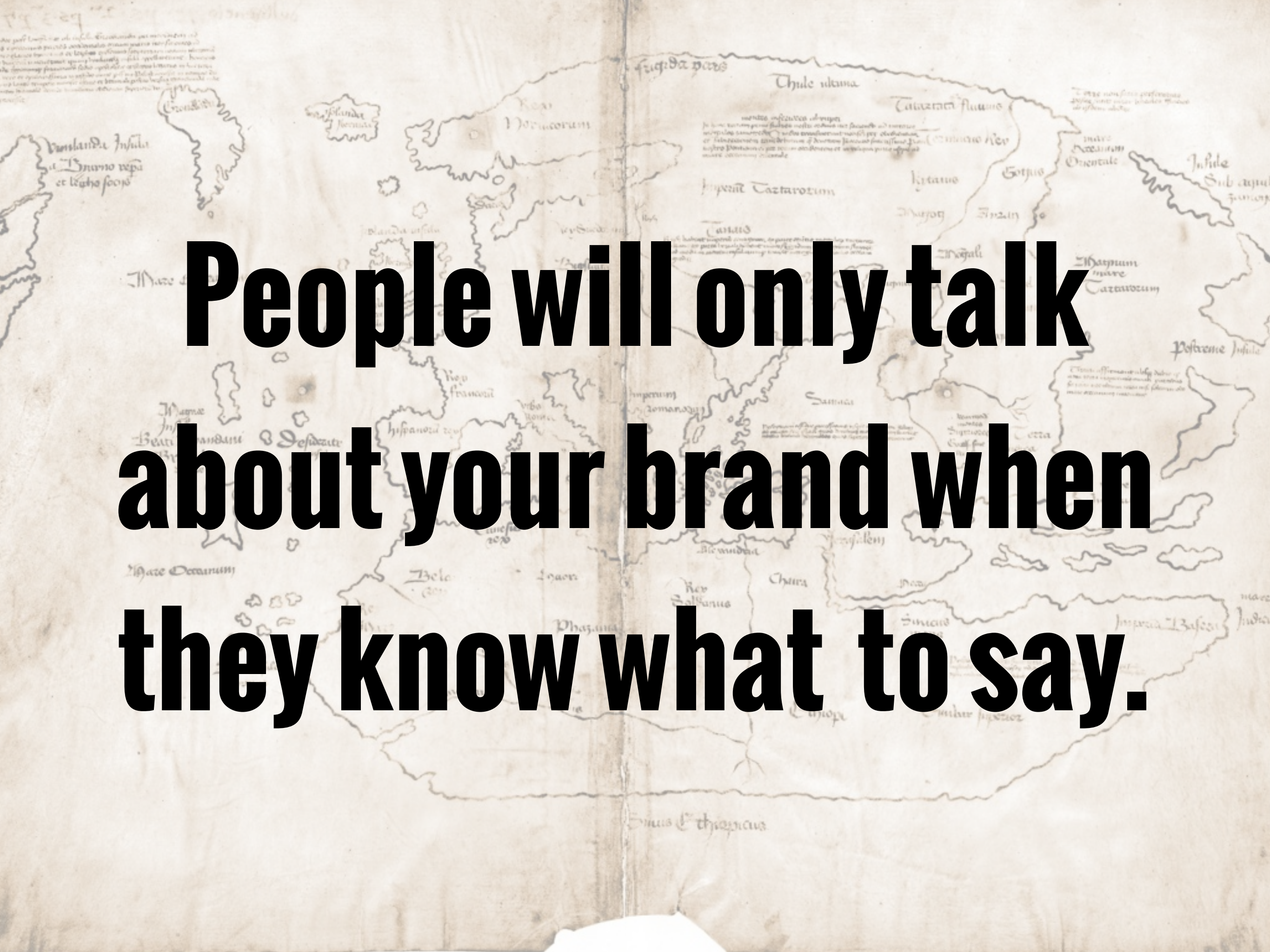




# Where Are You Going? Why Your Brand Needs a Map

Sam Davidson  
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**People will only talk  
about your brand when  
they know what to say.**





**You are here.**

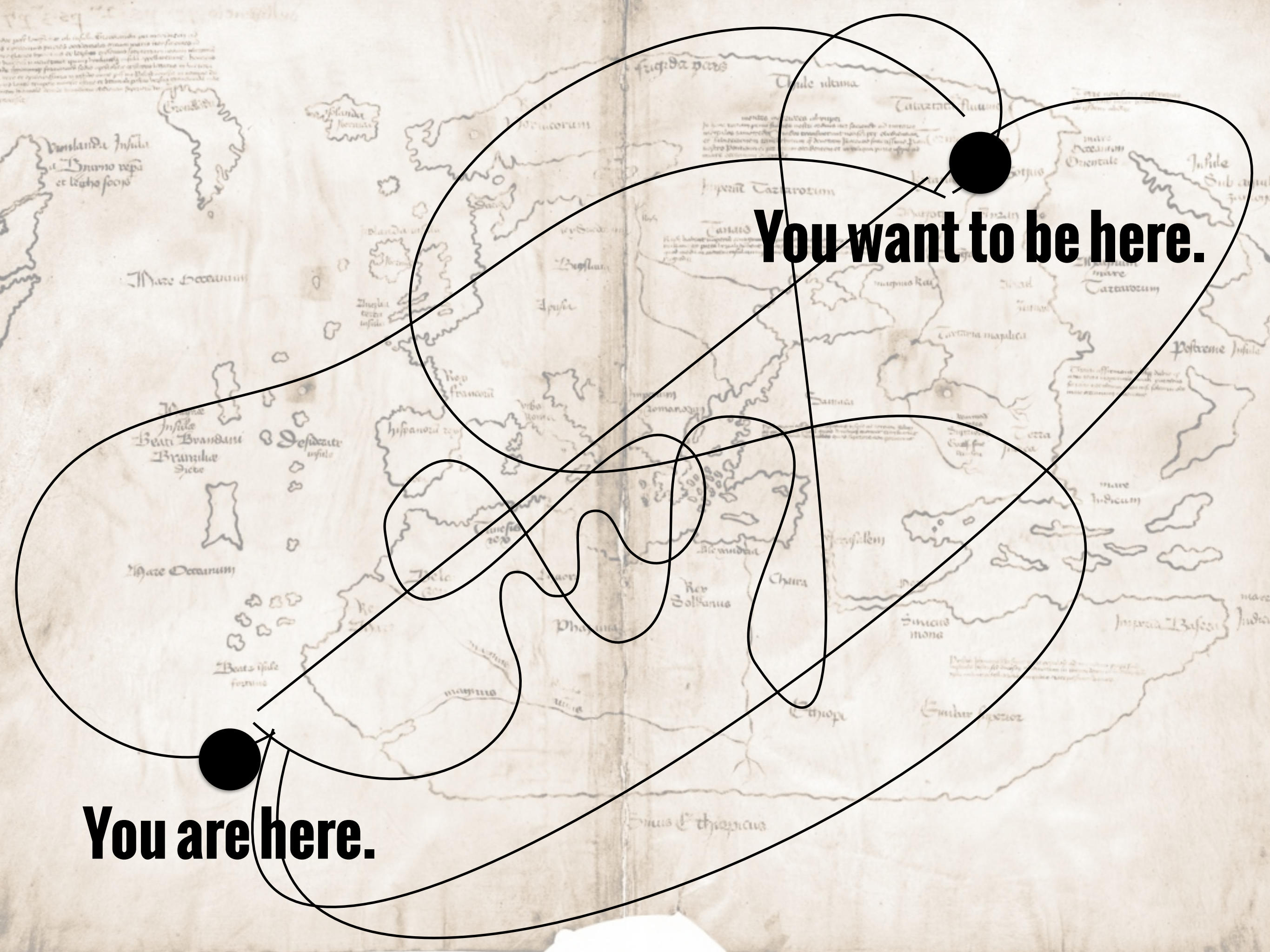




**You want to be here.**

**You are here.**





**You want to be here.**

**You are here.**





# Brand Declaration





**Brand Declaration**

**Internal Use**

**Noun**

**Ownable**



A historical map of the world, likely a 17th-century map, showing the continents and oceans. The map is drawn in black ink on aged, yellowish paper. The text 'Brand Declaration' is overlaid in a large, bold, black sans-serif font across the top half of the map. The Coca-Cola logo, in its characteristic red script, is overlaid in the center of the map, spanning across the Atlantic and Pacific Oceans. The word 'Refreshment' is overlaid in a large, bold, black sans-serif font at the bottom of the map. The map includes various geographical labels in Latin, such as 'Thule ultima' at the top, 'Indus Orientalis' on the right, and 'Mare Occidentale' on the left. The Coca-Cola logo is a vibrant red color, contrasting sharply with the muted tones of the historical map.

# Brand Declaration

*Coca-Cola*

# Refreshment



# Brand Declaration



TM

# Community



# Brand Declaration



**verizon**

Coverage



# Brand Declaration



# Tomorrow



# Brand Declaration

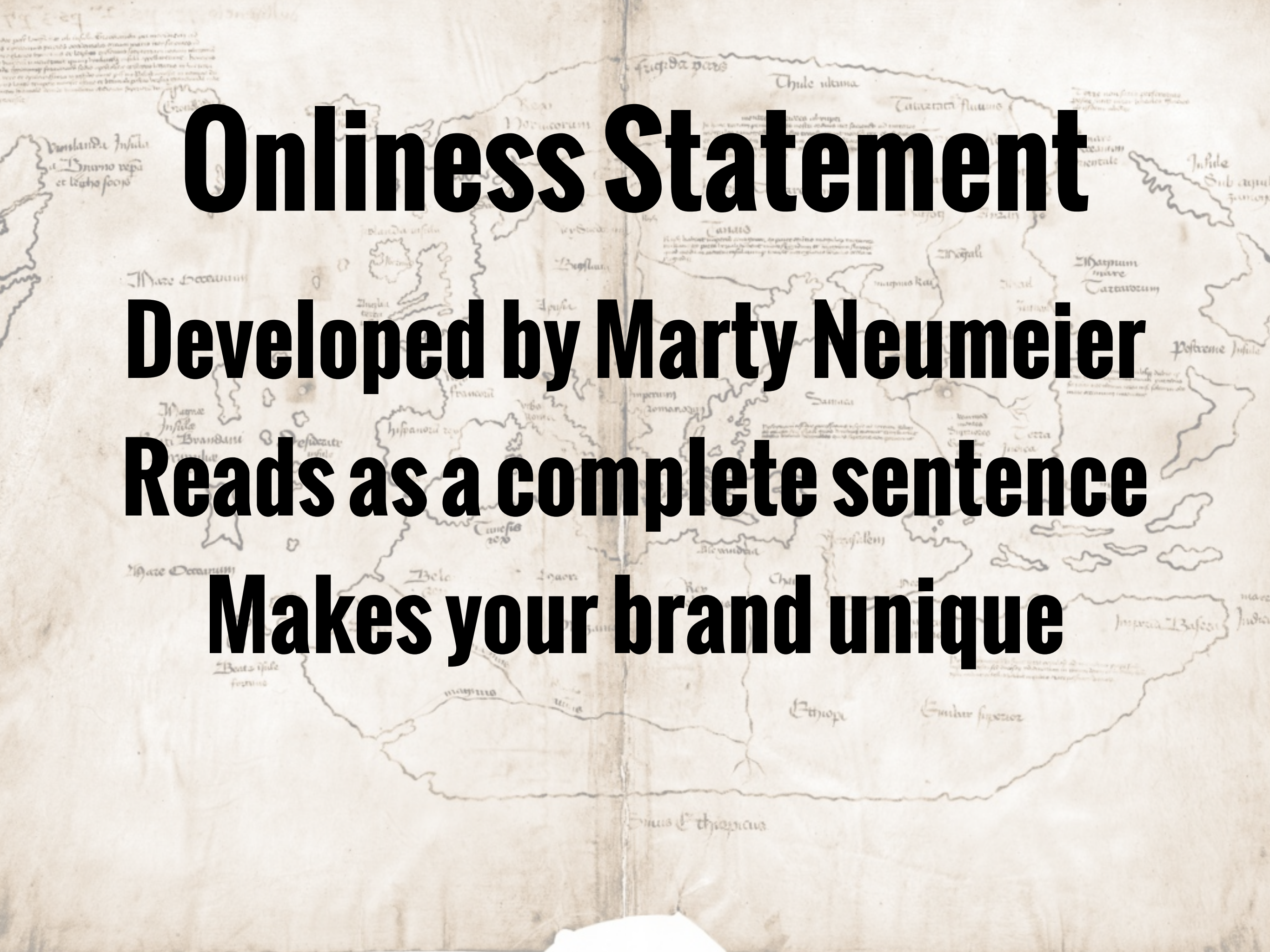






# Brand Position





**Online Statement**

**Developed by Marty Neumeier**

**Reads as a complete sentence**

**Makes your brand unique**





# Online Statement

What

How

Who

Where

Why

When





# **Online Statement**

**What: The only (category)**

**How: that (differentiation)**

**Who: for (customer)**

**Where: in (market geography)**

**Why: who (customer need)**

**When: during (underlying trend)**





**What** The only motorcycle manufacturer  
**How** that makes big, loud motorcycles  
**Who** for macho guys (and macho wannabees)  
**Where** mostly in the United States  
**Why** who want to join a gang of cowboys  
**When** in an era of decreasing personal freedom.





**What** The only chain of restaurants  
**How** that hires overly sexy waitresses  
**Who** for young male customers  
**Where** in the United States  
**Why** who want to indulge their libidos  
**When** in an era of strict political correctness.





# Online Statement

**What** The only problem solving consultancy  
**How** that leverages the power of thinking  
**Who** for organizations  
**Where** anywhere in the world  
**Why** who are growth- and innovation-focused  
**When** in the knowledge economy.





# **Online Statement**

**What: The only (category)**

**How: that (differentiation)**


**Who: for (customer)**

**Where: in (market geography)**

**Why: who (customer need)**

**When: during (underlying trend)**



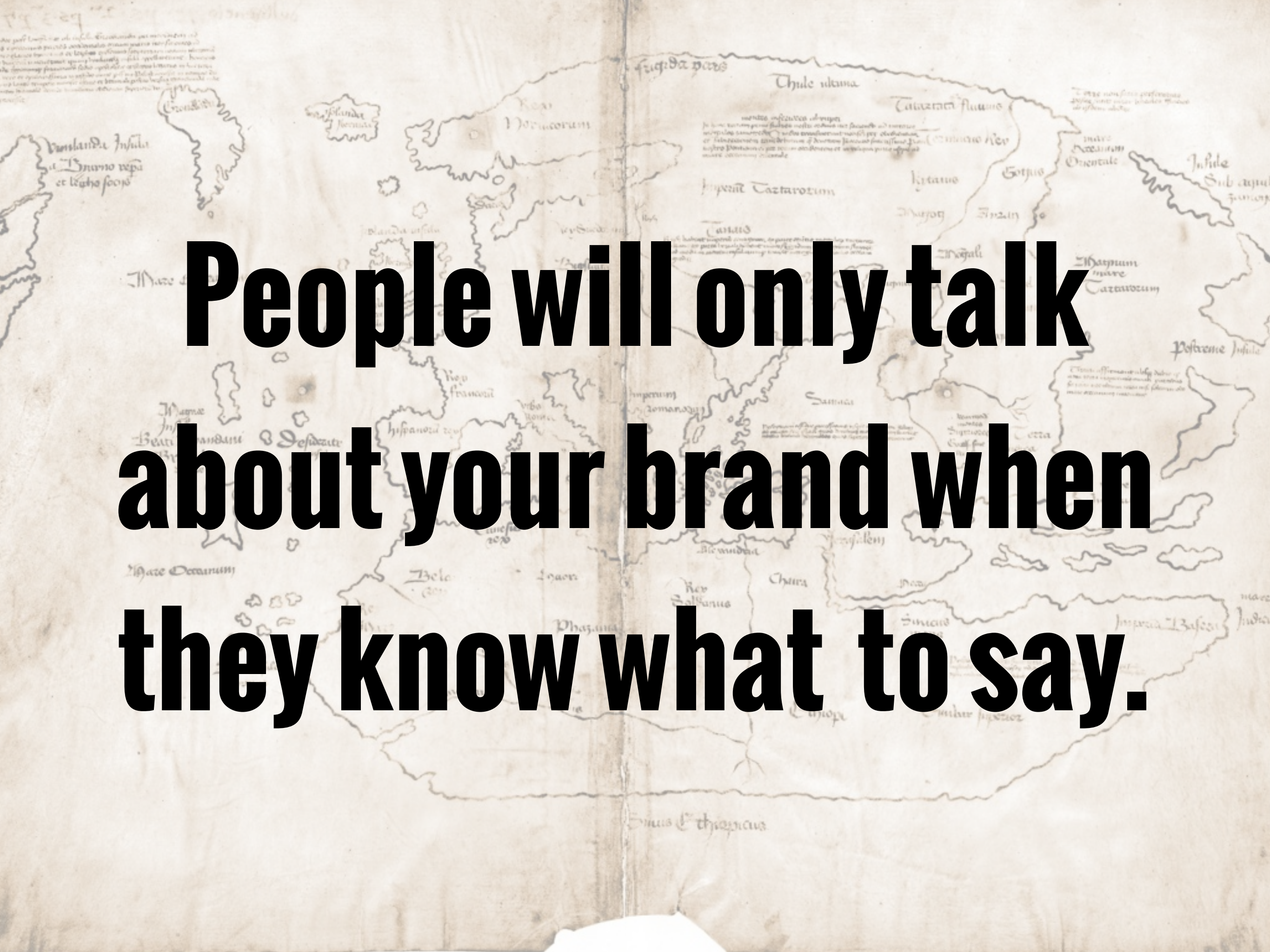


# Brand Position

We are the only

that





**People will only talk  
about your brand when  
they know what to say.**





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