



# Brand Strategy

## BRAND NAME

Define the name of your client's company.

Small Hands Against Big Phones / Fight for Inclusively Sized Tech

## POSITIONING STATEMENT

Define what your product or service is and what differentiates it from its industry competitors.

\_\_\_\_\_ is a club for tiny-handed people against the growing sizes of smartphones. They rally for universal size inclusion in the technology industry. It's a geographically diverse club with chapters nationwide with activities spanning from emotional support to activism. They detest the need for tools designed to accommodate exclusive phone sizes like pop-sockets, rings, and phone cases for those who struggle to hold their phones. The smart-technology world should not exclude small hands from their ultrawide, HD, XXL world.

## AUDIENCE

Define to whom the product or services is going to be targeted. Be specific.

16-40 year olds  
Activists  
Small Handed People

## BRAND PERSONALITY

Use descriptive words—adjectives—to define how the brand will present itself.

Passionate, ambitious, grassroots, fed up, outraged, rallying, supportive, encouraging, undeterred, brave, community-focused.

## CORE ATTRIBUTES

Create a bulleted list that summarizes the preceding sections. 5-7 descriptive words.

Passionate,  
ambitious,  
outraged,  
grassroots,  
undeterred,  
community-focused,  
brave

## CUSTOMER TOUCH POINTS

List potential points of customer contact

Website,  
signs for protesting,  
posters,  
pins,  
buttons,  
shirts,  
Social Media,  
emails,  
public appearances,  
protests,  
flyers.