

UPTOWN STUDIOS'

**BRAND MESSAGE
ARCHITECTURE
TEMPLATE**

BRAND MESSAGE ARCHITECTURE

A brand's "message" is essentially what your brand wants to tell anyone who interacts with any materials you publish. If someone goes to your website or sees a single social media post, what do you want them to immediately know about your organization and what you provide? You can do a lot of this with the designed elements of your brand, but the message needs to be equally as strong. Buyers don't buy your product, they buy your "why." Why should they care? Why should they pick you over someone else? A strong brand message will help you convey this across your entire brand's assets. That's where the Brand Message Architecture comes in. A Brand Message Architecture is basically just a fancy way of breaking down brand message elements into one cohesive table. This table will allow you to clearly see how the different elements of your brand message can fit together.

To help you understand how to begin to apply this to your own brand, we are going to use Hydroflask, a popular stainless steel water bottle manufacturer, as an example. In the table below, we have broken down the "What," "Why," and "How" of Hydroflask's brand message.

Positioning, or where you are "positioned" among your competitors in your industry, serves as your "what." What do you do? Instead, we want you to think, "What have you done?" Using [Jeff Freedman's "Brand Story"](#) method, imagine your organization as a movie. When the screen fades to black and our protagonists drive off into the sunset to find their happily ever after, what has happened? If you're Hydroflask, you have made life more fulfilling.

The value proposition, or what you offer a potential customer, serves as your "why." Why do you do what you do? Instead, think of this as a "why should someone want to take part in what you do?" If your organization were a movie with a strong plot, [what would be the moral of the story?](#) If you're Hydroflask, the moral of the story is the importance of having an active and joyful life on the go.

A tagline is short, easily repeatable and often associated with your brand's logo mark. The most memorable phrase of any brand (think Nike's "Just do it." or Goldfish's "The snack that smiles back."), a good tagline is five words or less. Your tagline should encapsulate both your positioning and your value proposition. What is the key message anyone should know about you? "How" are you doing what you do? How can others join you? If you're Hydroflask, all you need to say to inspire their brand voice is "Let's go."

Lastly, our brand stories represent the three (any more than three and you're getting too detailed!) key elements of your entire brand, mission, vision, and values. What are the three key things you want to convey to your audience? Breaking these down into stories allows you to create a narrative for your audience. And the best brand narratives? The best always ensure that the user/customer is the [protagonist of the story.](#)

As you create your own brand message architecture, use Hydroflask for inspiration. Pay special attention to how Hydroflask has weaved a very strong narrative into all the elements of their brand voice and try to emulate it. Don't be afraid to try out lots of ideas! A strong brand message takes time and failure. And if you need a little more help? [Holler at us!](#)

BRAND MESSAGE ARCHITECTURE

Hydroflask (Example)

POSITIONING

HAPPILY EVER AFTER
(WHAT?)

What is the vision and motive of your organization?

Positioning Statement:

Make life more fulfilling.

VALUE PROPOSITION

MORAL OF THE STORY
(WHY?)

Explains the functional and emotional benefits of your company's products and services.

Value Proposition Statement:

Inspiring an active and joyful life on the go.

TAGLINE

(HOW?)

Tagline:

Let's go.

Hashtag:

#heyletsgo

BRAND STORIES

STORY 1:

Perfect for any adventure

- Fuel for office meetings to outdoor adventures.
- Various sizes and options to match anyone's needs.

STORY 2:

Parks for all

- Accessibility of public green spaces to people everywhere can live healthier, happier, and more fulfilled lives.
- Conservation education.
- Reduce water bottle waste.

STORY 3:

Insulation Innovation

- Cold or hot for longer.
- TempShield.
- Trusted, dependable product

BRAND MESSAGE ARCHITECTURE

TEMPLATE

POSITIONING

HAPPILY EVER AFTER
(WHAT?)

What is the vision and motive of your organization?

Positioning Statement:

VALUE PROPOSITION

MORAL OF THE STORY
(WHY?)

Explains the functional and emotional benefits of your company's products and services.

Value Proposition Statement:

TAGLINE

(HOW?)

Tagline:

Hashtag:

BRAND STORIES

STORY 1:

STORY 2:

STORY 3: