**BRAND STORY IDEAS TEMPLATE**

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| YOUR BRAND STORY |
| Explain the Who? the What? the Why? and the How? of the story behind your brand |
| Who? | Who are you as a company and as a brand? What is your company’s purpose? What is your company’s mission? What is your company’s vision? What are your company’s values? What are your company’s beliefs? What do you want your existing and potential customers to know about you?  |
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| What? | What do you do as a company? Who are your customers? Where are your customers located? Who are your competitors?  |
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| Why? | What drives you to do what you do as a company? *Why* do you do it? NOTE: *What* you do and *how* you do it are relatively easy to describe — but customers relate to *why* you do what you do. What is your company’s primary belief, purpose, or cause? W*hy* does your organization exist? (The answer to this question is *the* KEY to your brand story.)  |
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| How? | How do you do what you do as a company? What makes you successful? How are you better than your competitors? What are the logistics behind your brand’s success? What are some actions, facts, and figures to support the strength of your brand?  |

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| WHO? | We provide EV charging stations at gas stations and retail chains across the U.S. Our customers are EV drivers who are looking for the convenience of being able to recharge their cars at more locations more frequently. Our EV charging stations are less expensive, easier to implement, and easier on the environment than those of our competitors.  | WHY? | Our EV charging stations are the easiest to implement and the most cost effective in the industry (see attached data sheets). We also have more highly trained service people performing maintenance on our charging stations and a quicker turnaround time on service (see attached customer feedback charts). We offer premium service contracts and reasonably priced upgrades to our clients.  |
| We’re a company that provides electric vehicle (EV) charging stations, and our mission is to be the world's largest EV charging provider and to reduce the environmental impact of fossil-fuel cars through our services. Our company values are customer commitment, integrity, constant improvement, and environmental friendliness. Our primary goal for our brand is to be a recognizable, reliable brand with locations across the US, Mexico, and Canada, where we can easily adapt to each customer's EV charging needs.  | We want to improve the state of the world by switching as many drivers as we can to EVs for positive environmental impact. Our primary motivation is to be the world's largest EV charging provider and to reduce the environmental impact of fossil-fuel cars through our services. |
| WHAT? | HOW? |

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