

Brand Messaging Map

Completed Example Below | Blank Template Available on Page 2



What is the problem you're solving?

The problem we are solving is the lack of access to healthy and nutritious meals for individuals and families living in poverty. Many people in these communities struggle to afford or find quality food, leading to poor nutrition and negative health outcomes.

How do you solve this problem?

Meal Provision: We provide healthy and balanced meals to individuals and families in need. Our meals are carefully curated to ensure they meet nutritional guidelines and cater to specific dietary requirements.

What holds your audience back from engaging with these solutions?

Lack of awareness about the services we provide.

Stigma and Pride: Hesitation to seek assistance due to the stigma associated with receiving help.

What motivates them?

Breaking the cycle of poverty for themselves and their families.

Having a sense of community and support.

Brand Goals:

Enhance outreach efforts to ensure that people in need are aware of our solutions.

Brand Element (Written):

Audience-tailored language that responds to pain points and leverages motivations. Ex:

“No one should have to worry about where their next meal will come from. **Join a community** of individuals committed to **breaking the cycle** of food insecurity.”

Brand Element (Visual):

We will use dignified imagery that separates the human from their circumstances to combat stigmas and uplift and empower the people we serve.

Brand Element (Experiential):

Foster a supportive and **non-judgmental environment** to encourage repeat engagement.

Implement cultural sensitivity and communication training to prepare staff to serve a diverse community with dignity and compassion.

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How do you solve this problem?

What holds your audience back from engaging with these solutions?

What motivates them?

↑ Tailor your goals, strategy, services, and brand elements (visual, written, and experiential) to these. ↑