

# Brand Repositioning Statement

## Template

For [target audience], [Brand] is the [category/description] that [unique value proposition], because [reason to believe or proof point].

## Sample Statement

*For eco-conscious urban millennials, FreshLeaf is the organic food brand that delivers convenient, farm-to-table freshness directly to your door, because we partner exclusively with local farmers and use 100% compostable packaging.*

## Blank Fields

Target Audience

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Brand Name

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Category/Description

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Unique Value  
Proposition

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Reason to Believe /  
Proof Point

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