

Brand Strategy Outline

A Framework for Egyptian Businesses and Real Estate Developers

Fill in each section in order. Each answer informs the next.

How to use this framework

Start at Section 1 and work through to Section 8 in order. Do not jump ahead to brand identity (Section 7) before you have answered purpose, audience, and positioning. The visual decisions work best when they come last.

Be specific. Generic answers produce generic brands.

#	Section	What to answer	Your answer
1	Brand purpose	Why does your business exist beyond making money? What problem do you solve for your audience?	
2	Brand mission	What are you specifically trying to do? Write it in one clear sentence that could not apply to any other business.	
3	Brand vision	Where do you want this brand to be in 5 years? What does success look like?	
4	Target audience	Who is your ideal client? Include: age, location, lifestyle, income level, what they worry about, what they want the brand to say about them.	
5	Competitive analysis	Name your top 3 competitors. What do they do well? What gap do they consistently leave? That gap is your opportunity.	
6	Positioning statement	Complete this sentence: We help [specific audience] achieve [specific outcome] unlike [competitor approach] because [specific reason you are different].	
7	Brand identity direction	What feeling should your visual identity create? What feeling should it avoid? Do not design anything yet. Just describe the direction.	
8	Brand voice	Three words that describe how you sound. Two words that describe how you do NOT sound. One example sentence that feels right.	

Example — positioning statement

"We help Egyptian families in their 30s and 40s invest in a lifestyle they are proud of, unlike developers who lead with price, because we build communities worth living in rather than units worth buying."

That one sentence changed how this developer briefed agencies, wrote copy, and selected photography for every project that followed.

Want to see this framework applied in full?

Take a look at how Native Studio built brand strategies for Egyptian real estate developers.