OUR BRAND STRATEGY

OUR PROPOSITION / WHO WE ARE	OUR WHY / WHY WE DO WHAT WE DO	OUR VISION / WHAT WE WANT TO ACHIEVE	OUR MISSION / HOW WE'RE GOING TO DO IT
AND CHARACTER (WILLOWS SERVE	AUD COUNTY TO BE A COUNTY OF A PRESENTANCE	AND DOUBLE WE WIND WE OWN	AND WALLES AND AT WE DELIEVE IN
OUR CUSTOMERS / WHO WE SERVE	OUR COMPETITORS / OUR KEY COMPETITORS	OUR POSITION / THE NICHE WE OWN	OUR VALUES / WHAT WE BELIEVE IN
			_
OUR PERSONALITY / HOW WE PRESENT OURSELVES	OUR BRAND PROMISE / VALUE WE PROMISE TO DELIVER	OUR TONE OF VOICE / HOW WE COMMUNICATE	OUR CORE MESSAGES / WHAT WE WANT TO COMMUNICATE

