STRATEGY is my strength. I am passionate about creating brands and experiences that resonate, with a focus on CREATIVE PROBLEM SOLVING and INSPIRING STORYTELLING.

My background includes 20+ YEARS working with a spectrum of clients on BRAND POSITIONING, creative marketing and messaging, and environmental and digital experiences.

I am a longtime champion of inclusivity with a passion for PUTTING PEOPLE FIRST.

Donna Oetzel
Creating Your Brand from the Inside Out
Defining Your DNA

Your category
(what do you do?)

Your customers
(who do you do it for?)

Your difference
(why are you special?)

Your proof
(why should I believe you?)
BRAND POSITIONING MAP

EXPENSIVE

CONVENIENT

HIGH QUALITY

AFFORDABLE

STARBUCKS COFFEE

DUNKIN’ DONUTS
POSITIONING 101

category

customers

difference

proof points
For ________________________________ WHO

we offer ________________________________ WHAT.

We are ________________________________ COMPETITIVE DIFFERENCE

because ______________________________, ______________________________,

and ________________________________ PROOF POINT.
Thank you!