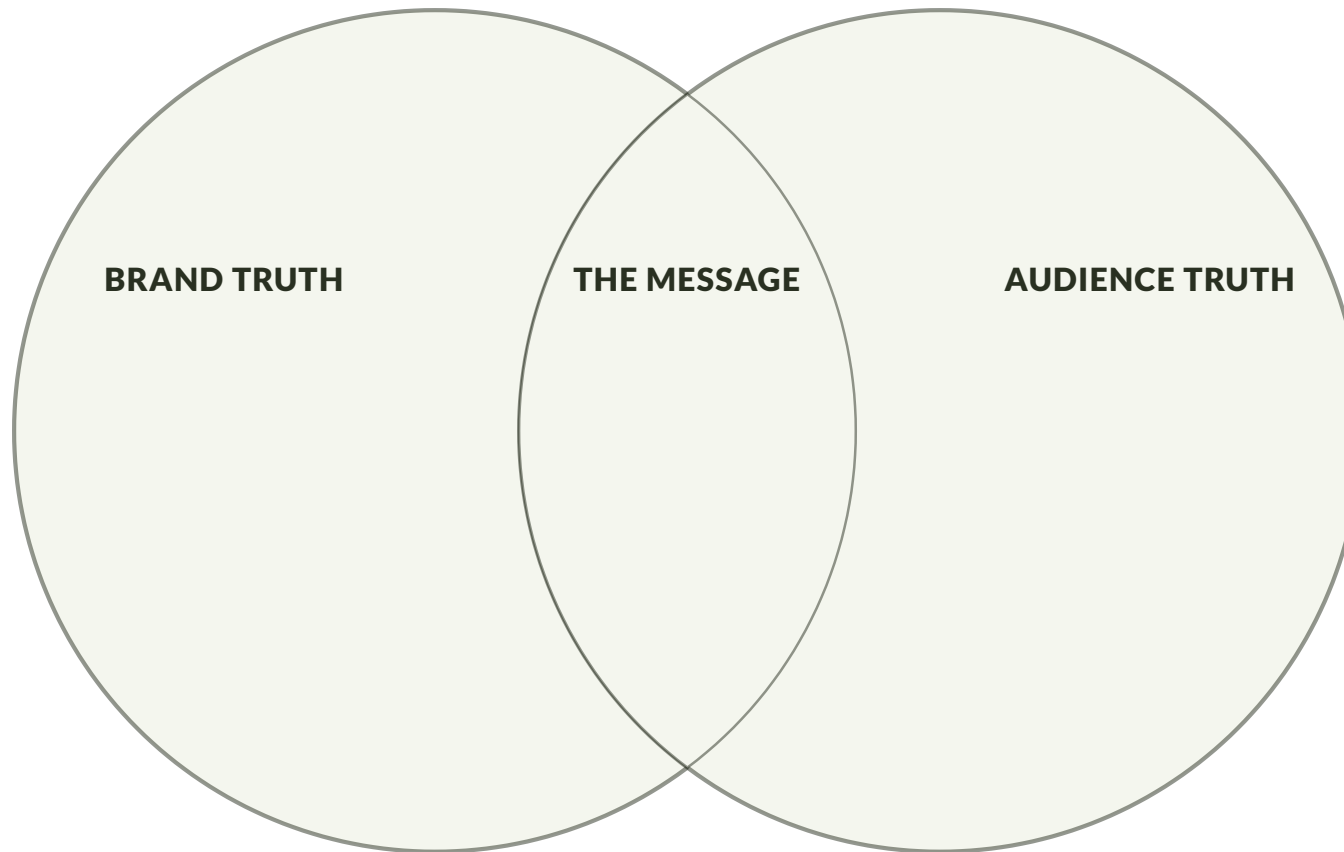




● **BRAND TRUTH:** What your brand does best and can credibly own. Provable and distinctive - not a feature list, not platitudes.

● **AUDIENCE TRUTH:** What your audience genuinely cares about, in their words. Best when it carries a real tension or contradiction.

● **THE MESSAGE:** The single sharp message that lives in the overlap - the single-minded proposition. One sentence, true on both sides.