

<div>Brand Proposition</div> <div>• What does this building society offer?</div>	
<div>Brand Positioning</div> <div>• How is it different within the category?</div>	
<div>Brand Personality</div> <div>• How would you describe their “vibe”?</div>	
<div>Brand Experience</div> <div>• What is distinctive about their offer?</div>	
<div>Brand Equity</div> <div>• What is the one thing that sticks in your mind?</div>	