



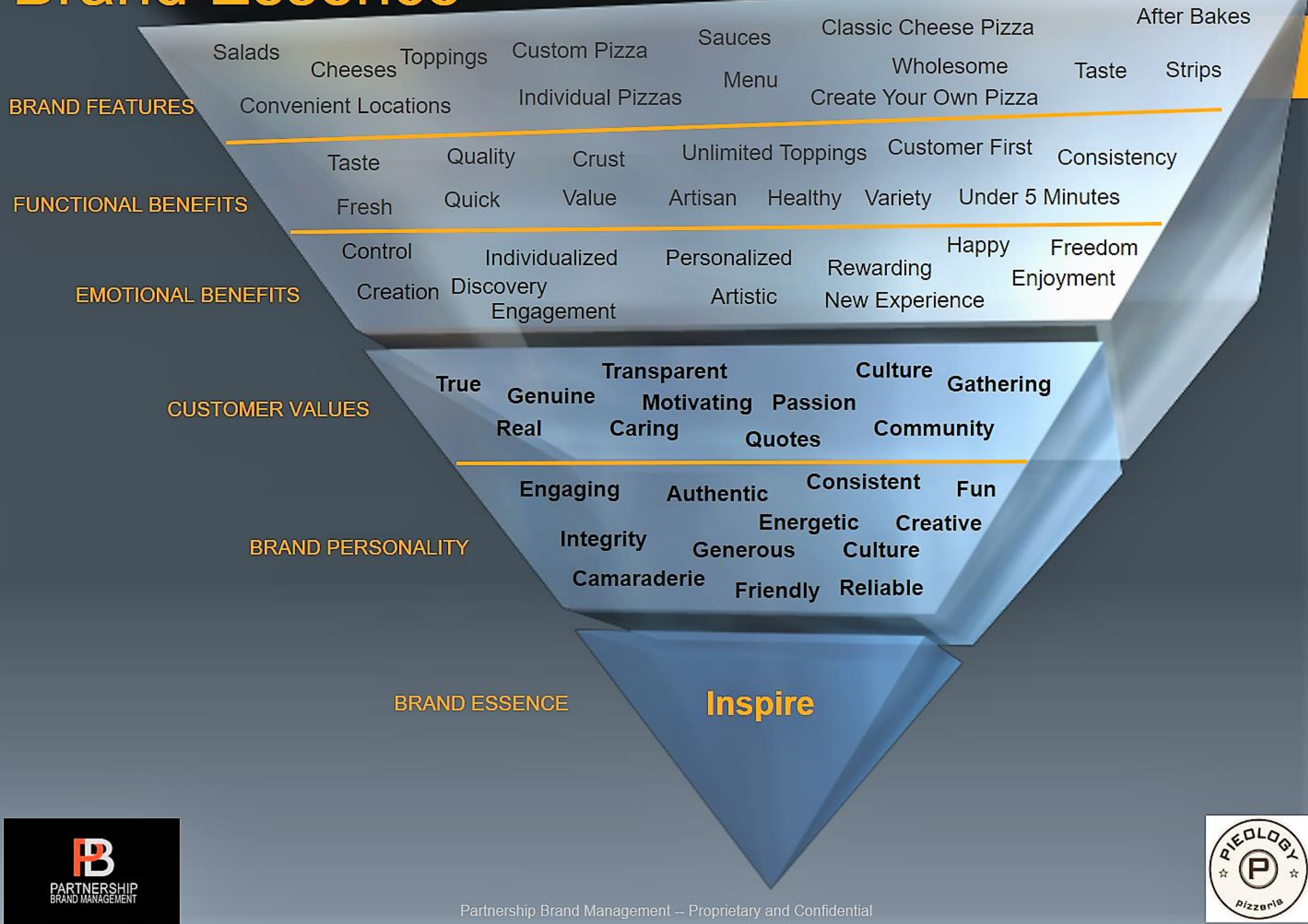
# Goal

Establish position in marketplace  
for Pieology Pizzeria

---

- Focus is to become the Chipotle for fast casual pizza
- Create Distance from competitors
- Hone and develop sustainable competitive advantage
- Showcase value and differences
- Identify a need for Pieology within a congested market for fast casual dining

# Brand Essence



# Pieology Brand

## Clear and Concise

“Unearthing” the brand via identification of:

- Brand Features
- Functional Benefits
- Emotional Benefits
- Customer Values
- Brand Personality
- Brand Essence



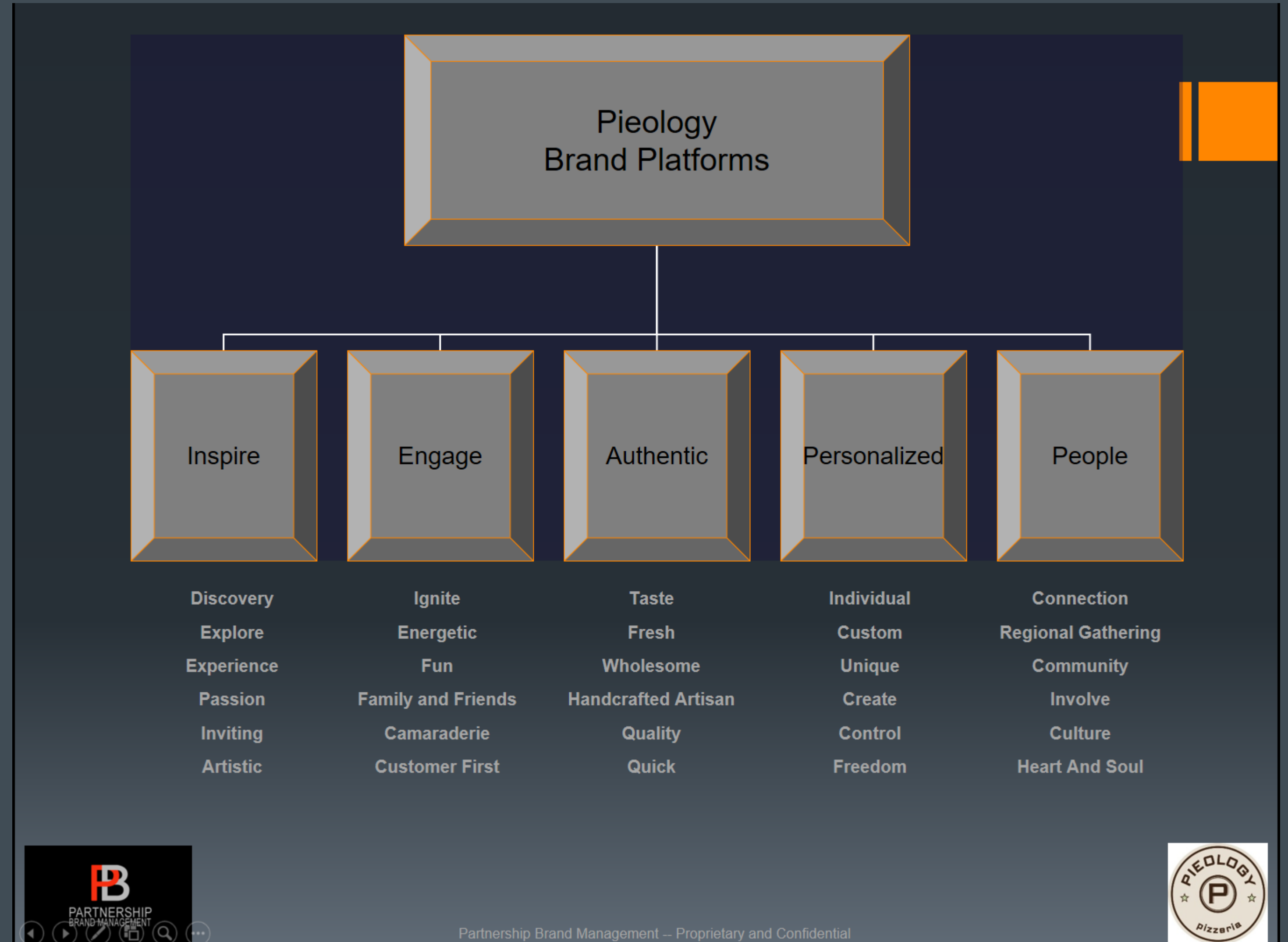
# ≡ Pieology Brand Platforms

Opportunity

Brand code to unlock  
pillars to extend brand

Ensures consistency

Ownable, sustainable,  
leverageable, extendable



# Partnership Brand Management

## Brand Positioning Statement for Pieology Pizzeria



For pizza lovers of all ages that crave a uniquely personal pizza, Pieology, with its engaging and positive customer-first approach, is the authentic fresh made-to-order, fast-fired pizza restaurant that delivers a fun and inviting experience that inspires guests to create, discover and explore their own unlimited recipe combinations at an affordable price.

