

1.0



Brand platform

This section provides an overview of our brand proposition, brand pillars, the personality and story that provide the strategic foundations of our brand.

- 1.1 Brand platform
- 1.3 Brand positioning



Brand platform

Our brand platform provides the strategic foundation for the way our brand acts and speaks. All communication, written or visual must be guided by these principles to truly deliver the Whizdom brand experience.

Our core proposition

A motivating idea that succinctly defines who we are and how we're differentiated from our competitors.

Holistic innovation for well-being

1.2

Brand platform

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Our personality

Our personality guides communication, our behaviour, tone and voice to all internal and external audiences.

Optimistic

Positive and forward-looking, always seeing opportunities for development and progress

Youthful

A energetic, fun and creative approach to life

Aspirational

Keen to embrace innovative new solutions and ideas

Cosmopolitan

Seeking to explore the company of a diverse group of people, excited by difference and diversity

Brand positioning

Mid-lower mid brand designing innovative, high quality property developments that combine human understanding & technical know-how.

Whizdom moodboard

