

The Brand Strategy Canvas

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Customer/User Insight A

What do people think and feel regarding the category?
How are you relevant to those needs or desires?
What problem(s) do you solve for them?
What benefits of your company/product are most valuable to them?
What most strongly influences their decisions in this category?

1. Young athletes view athlete management and NIL representation as valuable but intimidating or inaccessible, often feeling overwhelmed by contracts, branding responsibilities, and image management, but they know these are essential for success.
2. KSMA is relevant because it meets athletes where they are and offers trusted guidance, creative support, and representation that feels personal and approachable. It helps athletes transform uncertainty into confidence by giving them the tools to manage their brand authentically.
3. KSMA simplifies NIL negotiations, manages brand-building logistics, and provides creative media resources so athletes can focus on their performance while still growing their image and partnerships.
4. Athletes value having one agency that handles both business and creative needs, including brand storytelling, content creation, and NIL compliance, all covered under one supportive, athlete-first structure.
5. Trust, authenticity, and reputation are the strongest influences. Athletes want representatives who understand their goals and reflect their values rather than agents just chasing short-term deals.

Competitive Environment C

What concepts and conventions define the category?
Who are your direct and indirect competitors? What defines them?
Where is the strategic void in the market?
Are you disrupting the category in any way?

1. Competitors have the resources and connections to secure major endorsement deals and represent established stars.
2. Some notable competitors would be Athletes First LLC, Octagon, CAA Sports, Wasserman, Excel Sports Management, and various University NIL programs.
3. They often neglect creative media and content development for young or emerging athletes, offering transactional relationships instead of long-term brand mentorship.
4. KSMA fills this gap by combining athlete management with creative storytelling and media production. This allows KSMA to position itself as an agency specifically built for the next generation of athletes.

Company/Product Features B

What is the simplest description of your product and what it does?
What aspects of that are different from everyone else?

1. A sports management and media agency helping athletes develop personal brands, manage their NIL deals, and produce authentic, professional-grade sports content.
2. KSMA integrates brand storytelling, NIL negotiation, and media coaching under one roof, offering both creative and business guidance to help athletes curate their image.

Rational Benefits C D

What are the tangible benefits of the product?
Which benefit is unique or most important?

- * Provides one-stop access to athlete management and media production services.
- * Builds stronger NIL visibility and sponsorship opportunities through creative storytelling.
- * Ensures consistent, professional brand representation that saves athletes time and confusion.

Brand Positioning Statement

Must meet all five criteria:
important, unique, believable, actionable, sustainable.

A Audience

Who are they and what is their most important psychographic need or desire as it relates to the brand's category?

For:

Young collegiate and semi-professional athletes who aspire to grow their personal brands and careers. They crave empowerment, visibility, and creative control over their public image.

B Description

What is the simplest description of the product?
Or what is the broader, more strategic frame of reference?

is:

A full-service athlete management and media agency that helps athletes navigate NIL deals, brand partnerships, and content creation to elevate their public image.

C Benefit

What is the unique, primary benefit or point of difference of the product?

that:

KSMA uniquely combines athlete management with in-house storytelling and content production, empowering athletes to shape their brand identity in the most authentic way possible.

D Proof

What are the factual, meaningful and provable reasons to believe the primary benefit or point of difference?

because:

KSMA's team blends sports management experience with professional media backgrounds, offering real-world brand strategy, social content expertise, and NIL compliance guidance.

E Payoff

What is the ultimate emotional payoff for the customer or user?
Does it answer the need in the audience section?

so that:

Athletes feel confident, respected, and proud to represent themselves authentically, helping them achieve growth and earn recognition.

Brand Essence

What is the core idea or defining concept of the brand? Is it tangible or attitudinal? (Unique, succinct, pithy, and ideally 2-4 words.)

Attitudinal essence:
empowering, authentic, creative.

Company Values

What are the values of the company?
(Usually expressed as nouns.)
How do the values of the founders influence company values?
How do company values influence your product, culture, or customers?

1. Company values are Empowerment, integrity, and authenticity.
2. Founded by storytellers who believe athletes deserve representation that reflects their individuality. The founders believe that creativity and fairness shape every client partnership.
3. Values inspire transparency, loyalty, and empowerment, guiding how KSMA treats athletes and crafts narratives.

Emotional Benefits E

What are the intangible benefits of the product?
Which benefit is unique or most important?

- * Athletes feel empowered and confident managing their careers.
- * They gain pride in showcasing their authentic story and personality.
- * They trust KSMA as a loyal partner invested in their long-term growth.

Brand Personality

What are the brand's human characteristics?
(Usually expressed as adjectives.)

- Empowering
- Creative
- Loyal
- Professional
- Authentic
- Grounded
- Enthusiastic
- Dedicated

Key Messages

What's your story?
What are the most important and differentiating aspects of the brand?
How can you define them as quickly and interestingly as possible?

1. KSMA was founded to help young athletes take control of their voice, image, and future by merging athlete representation with authentic media storytelling.
2. KSMA bridges the gap between traditional management agencies and media studios, offering a modern, athlete-first approach.
3. "Empowering athletes to own their story."