

# BRAND STRATEGY FOR

(Company name)

PURPOSE

## BRAND CORE

This is where your purpose statement goes.

VISION

This is where your vision statement goes.

VALUES

Here you will write down your top 3-5 values with a short description.

AUDIENCE

## BRAND POSITIONING

Here you will state who your audience is, what problems they face, what desires they have.

MARKET

This is where the outcome of your market analysis exercise will go.

GOALS

Here you will include your prioritized awareness goals which will help you define the scoop of your work.

PERSONALITY

## BRAND PERSONA

This is where you define your brand personality.

VOICE

Here you will define your voice— how you speak to your customers.

TAGLINE

Finally, here you will include a couple tagline options.