

BRAND STRATEGY PLANNING TEMPLATE

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Template begins on page 2.

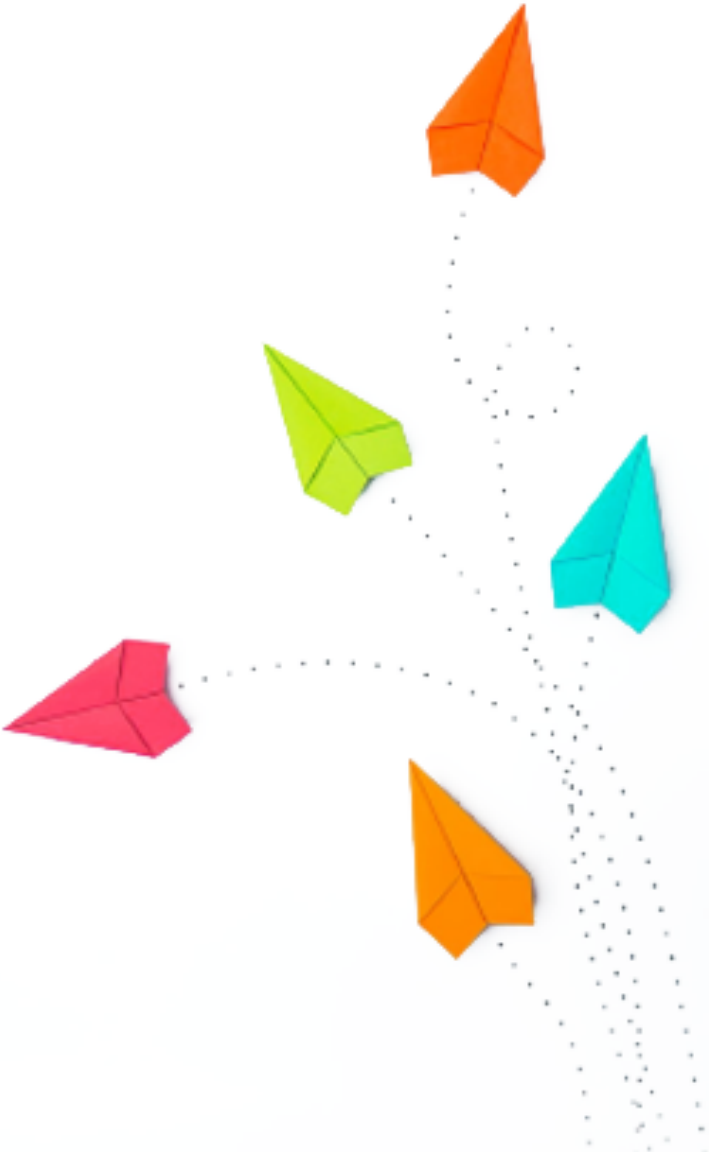


BRAND STRATEGY



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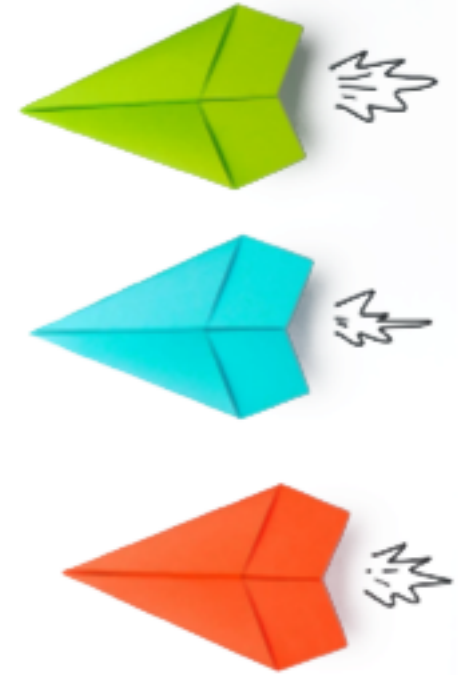
BRAND PURPOSE



CORE VALUES



BRAND VISION



BRAND MISSION



TARGET AUDIENCE



BUYER PERSONAS

	PERSONA 1	PERSONA 2
Age		
Gender		
Relationship Status		
Occupation		
Income		
Information Sources		
Goals and Values		
Challenges and Pain Points		
How Your Brand Solves Their Problems		

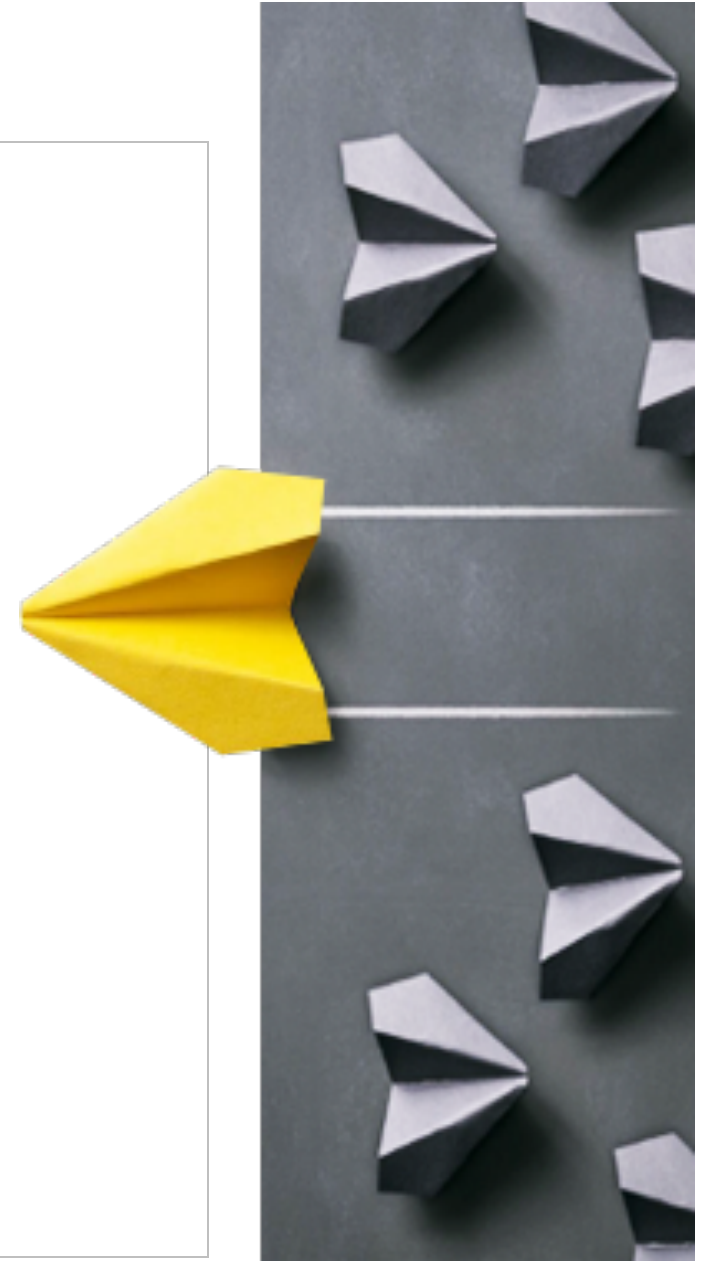
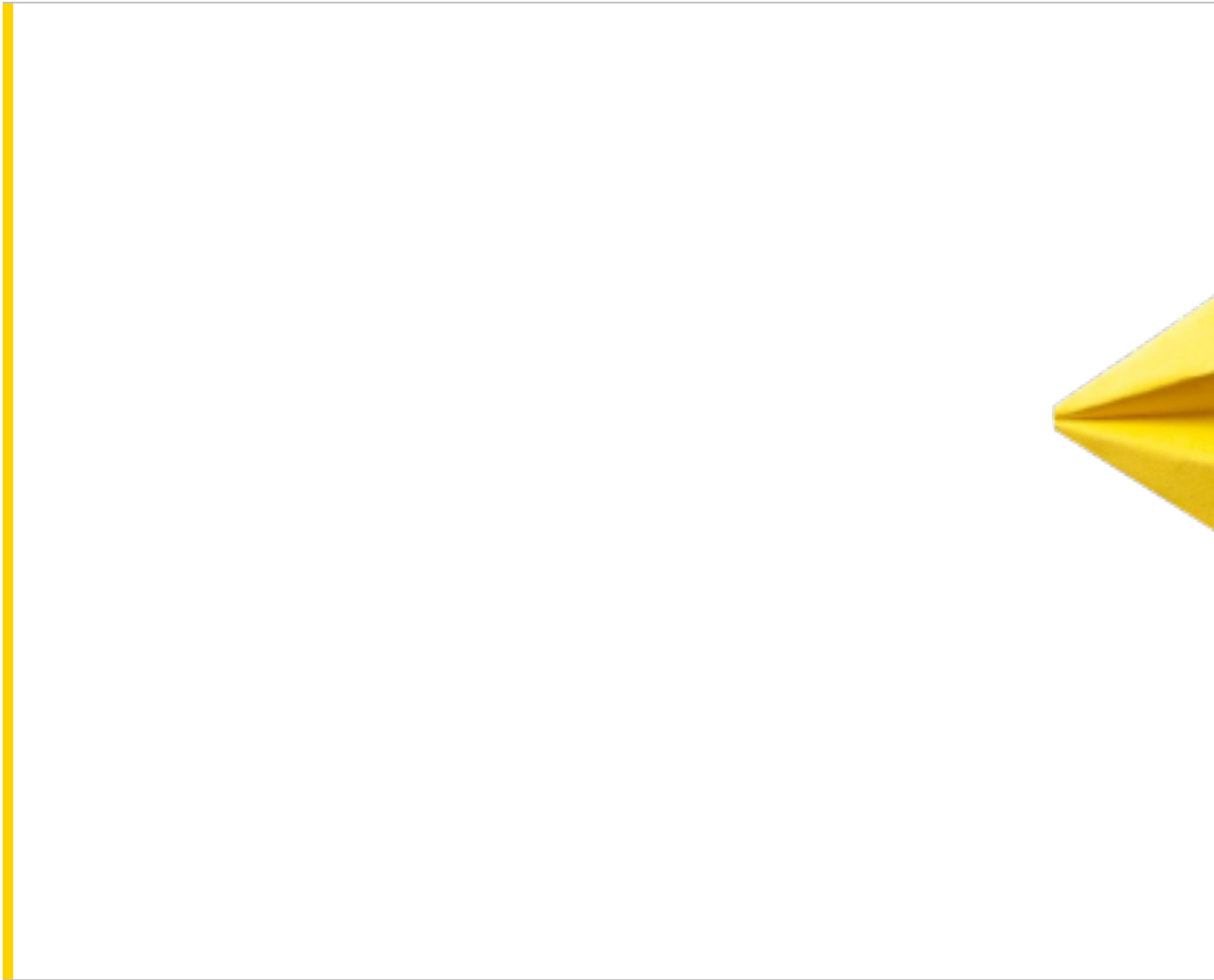
COMPETITOR ANALYSIS

Brand Name		
Brand Purpose and Values		
Unique Value Proposition		
Tagline		
Target Audience		
Core Products		
Marketing Channels		
Strengths		
Weaknesses		
Other		

UNIQUE VALUE PROPOSITION



BRAND POSITION



BRAND MESSAGING

Voice
and
Tone

Taglines

Other
Phrases

BRAND IMAGERY

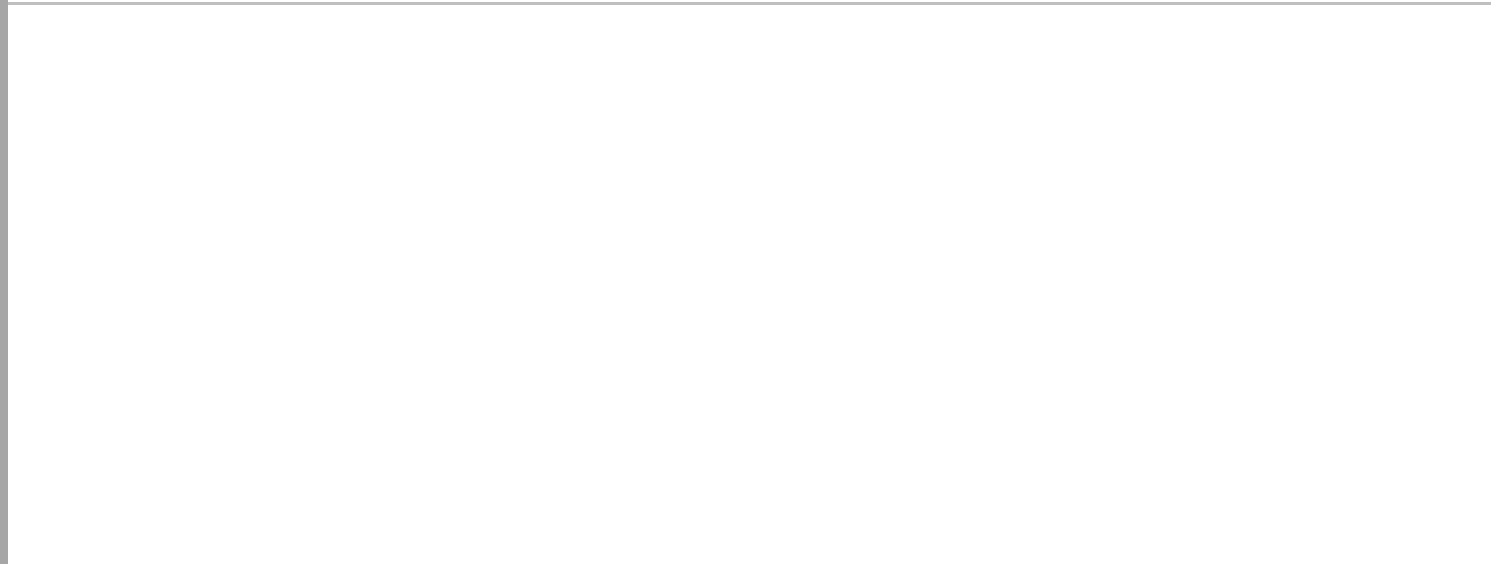
Logo

Colors

Visual Style



Typography





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