**BRAND ACTIVATION BRIEF TEMPLATE **

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |
| --- | --- | --- |
| **CLIENT** |  |  |
|  |   |   |
| **PROJECT NAME** |  |  |
|  |   |   |
| **BRAND** |  | **PRODUCT** |
|  |  |  |
| *Client contact namePhone numberEmail AddressMailing address line 1Mailing address line 2Mailing address line 3* |  | *Your company contact namePhone numberEmail AddressMailing address line 1Mailing address line 2Mailing address line 3* |

|  |  |  |
| --- | --- | --- |
| **DATE** |  | **AUTHOR** |
|  |  |  |

PROJECT |  |  |
| **PURPOSE | W*hy?*** |
|   |
| **OPPORTUNITY | *Ultimate impact?*** |
|   |
|  |  |  |

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| --- | --- | --- |
|  |  |  |
| ELEMENTS |
| ***What are the fundamental components of the project?*** |
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|  |  |  |
| OBJECTIVE |
| **What does the project work to achieve?** |
|   |
| TARGET AUDIENCE |
| **PROJECT TARGET | *Who are we trying to reach?*** |
|   |
| **BRAND TARGET | *Who does the brand speak to?*** |
|   |

|  |
| --- |
| ATTITUDE |
| **PROJECT TONE | *What traits are we trying to convey?*** |
|   |
| **BRAND PERSONALITY | *What characteristics define the brand?*** |
|   |
|  |  |  |
| MESSAGE |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** |
|  |
| **TAGLINE | *prepared copy, key words, or theme*** |
|  |
|  |  |  |
| FURTHERMORE |
| ***Include any additional critical information.*** |
|   |
|  |  |  |
| COMMENTS AND APPROVAL |
| **COMMENTS** |
|   |
| **DATE** | **SIGNATURE** |
|   |   |

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