**BRAND REFRESH BRIEF TEMPLATE**

BRAND PROFILE

|  |  |
| --- | --- |
| What's the name of your organization?  |  |
| Why is it named that?  |  |
| As an organization, who are you?  |  |
| What is your organization's purpose?  |  |
| What do you do as a company?  |  |
| Who are your customers?  |  |
| Where are your customers located?  |  |
| How do you want to be perceived in the marketplace?  |  |
| What's your organization's personality?  |  |
| Who are your competitors?  |  |
| What distinguishes you from your competitors?  |  |
| What is it that makes you better than your competitors? |  |

BRAND OBJECTIVE

|  |  |
| --- | --- |
| What do you hope to achieve with your brand?  |   |
| What's the primary image you want your brand to convey?  |  |
| How can your brand help you achieve your goals?  |  |
| How can your brand help you best your competitors? |  |
| Who is your "target audience"?  |  |
| How do you think that your branding can help reinforce your organization's offerings?  |  |

BRAND NAME

|  |  |
| --- | --- |
| BRAND NAME |  |
| CLIENT CONTACT NAME |  |
| PHONE |  |
| EMAIL |  |
| MAILING ADDRESS |  |

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

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

|  |
| --- |
| TARGET AUDIENCE |
| **BRAND TARGET | *Who does the brand speak to?*** |
|   |

|  |
| --- |
| ATTITUDE |
| **BRAND 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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