**BRAND COMMUNICATION PLAN**

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| ORGANIZATION NAME |  |  |
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|  |  |  |
| CONTACT INFO |  |  |
| NAME | PHONE | EMAIL |
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| MAILING ADDRESS |  |  |
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|  |  |  |
| AUTHOR | DATE |  |
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| BRAND GOALS AND OBJECTIVES |
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| TARGET AUDIENCE – OVERVIEW |
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| TARGET AUDIENCE - BREAKDOWN |
| SOCIO-DEMOGRAPHIC | GEOGRAPHIC | PSYCHOGRAPHIC | COMMUNICATION CHANNELS |
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| COMPETITIVE ANALYSIS – OVERVIEW |
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| COMPETITIVE ANALYSIS - BREAKDOWN |
|  | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** | **COMPETITOR 4** |
| PERSONALITY |  |  |  |  |
| ATTRIBUTES / VALUES |  |  |  |  |
|  WEAKNESSES |  |  |  |  |
| OVERALL RATINGSCALE OF 1–10 |  |  |  |  |

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| BRAND PILLARS |
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| BRAND MESSAGING |
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| MEDIA CHANNELS |
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| CREATIVE STRATEGY |
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|  DIGITAL MEDIA SCHEDULE – OVERVIEW |
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| DIGITAL MEDIA SCHEDULE |
| **SOCIAL NETWORK** | **DATE(S)** | **FREQUENCY** | **CONTENT TYPE** | **DESCRIPTION** |
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| PRINT MEDIA SCHEDULE – OVERVIEW |
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| PRINT MEDIA SCHEDULE |
| **MEDIA OUTLET** | **DATE(S)** | **FREQUENCY** | **FORMAT** | **DESCRIPTION** |
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| BUDGETS |
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| SUCCESS METRICS |
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