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**BRAND PROJECT
BRIEF TEMPLATE**

**EXAMPLE**

Example begins on page 2.

**BRAND PROJECT BRIEF**

|  |  |
| --- | --- |
| CLIENT | DATE |
| Kevin Wambach  | 03/01/20XX |
| PROJECT NAME | AUTHOR |
| Rebranding & Website Creation | Sam Connor |

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| --- | --- | --- |
| BRAND |  | PRODUCT |
| Cascade Soda Shop |  | Fountain Soda, Confectionery, & Ice Cream |
| K. Wambach(206) 558-8990k.wambach@.com3812 Grand Ave.Seattle, WA 98112 |  | Track Leap(206) 388-5102ask@trackleap.comP.O. Box 3594Seattle, WA 98101 |

# PROJECT

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| PURPOSE | Why? |
| In order to improve its overall brand equity, the Cascade Soda Shop plans to do a thorough rebranding, including redesigning all of the store’s products and services. Cascade also plans to open an online storefront in order to expand its business beyond its present brick-and-mortar shop. |
| OPPORTUNITY | Ultimate impact? |
| This company’s ultimate goal is to corner the existing market. Cascade plans to achieve this goal by using two primary strategies: by rebranding its current nostalgic mom-and-pop aesthetic and by expanding beyond its physical shop to include a robust e-commerce presence. In the past, Cascade has drawn in customers (especially tourists) with its warm, nostalgic mom-and-pop atmosphere. However, due to declining tourism in the area as well as recent data indicating that customers now perceive the shop’s old-fashioned aesthetic as antiquated rather than charming, the business plans to implement the two aforementioned strategies to address these particular issues and pave the way for future success. |

# ELEMENTS

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| What are the fundamental components of the project? |
| * Rebranding Strategy
* Logo
* Tagline
* Personality, Voice, Tone
* Website Design
* Marketing Campaign
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# ATTITUDE

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| BRAND PERSONALITY | What characteristics define the brand? |
| * Nostalgic
* Clean, Modern, & Warm
* Familial & Friendly — full of laughter and smiles
* Whimsical & Playful
* Classic & Classy
* Welcoming — an extension of home
 |
| PROJECT TONE | What traits are we trying to convey? |
| The project tone should reflect the (new) brand personality. An integral part of the rebranding includes these new concepts: * All of our products are now available online.
* We deliver gift packages directly to your home for your event/celebration.
* We now offer the same family tradition with a modern twist.
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# MESSAGE

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| THE TAKEAWAY | What is the key idea that we want the customer to remember? |
| We bring world-class confections to your corner store. We offer classics, like fountain soda, from a simpler time.  |
| TAGLINE | prepared copy, key words, or theme |
| Old-world family tradition. Modern-world innovation. Send a smile no matter where your loved ones live. |

RESOURCES & BUDGET

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| --- | --- | --- |
| **DELIVERABLE** | **DESCRIPTION** | **BUDGET** |
| Rebrand Design  | The all-inclusive package: a three-year strategy regarding the branding direction; printed materials; and the physical space elements, like signage, etc.  | $38,000 |
| Website Design & Build | Standard website package | $16,000 |
| Website Maintenance on Retainer | Standard  | $3,000 |
| Marketing Campaign | Social media, national and local advertising, and blog content creation  | $5,000 |

MARKETING CHANNELS & SCHEDULE

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| **CHANNEL** | **GOAL** | **TIMELINE** |
| Social Media | Increase the awareness of and the traffic on the website. Direct any new traffic to the website. Promote the seasonal gift packages and events.  | Implement the following: ten two-week-long campaigns during the graduation/summer season; one promotion two months prior to the winter holiday season.  |
| Email | Increase the email subscription list via the blog. Direct email traffic to both the in-store and online presence. Develop an email funnel stage and a communication plan.  | Maintain steady weekly activity over the course of a year. Assess the results at the conclusion of that year and re-evaluate the strategic direction accordingly.  |

# ADDITIONAL INFORMATION

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| Include any additional critical information. |
| The client has a maximum budget of $70,000. Seek approval for any under-estimated budget items before moving forward with your project decisions. |

# COMMENTS & APPROVAL

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| COMMENTS |
| Once you gain the necessary approval, work with the client to create both a brand design brief and a brand identity brief. Once you complete both briefs, be sure to secure secondary approval. |
| APPROVAL |
| NAME | SIGNATURE | DATE |
| Johanna Nguyen | J.N. | 03/01/20XX |

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