**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Strategy+Brief+word+11225&lpa=Brand+Strategy+Brief+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND STRATEGY BRIEF**



BRAND IDEA

BRAND PURPOSE

Brand Purpose

Brief Description

VISION

Vision Brief Description

MISSION

Mission Brief Description

CORE VALUES

Core Values

Brief Description

KEY COMPETITION

Key Competition

Brief Description

POSITIONING STATEMENT

Positioning Statement

Brief Description

TARGET AUDIENCE

Target Audience

Brief Description

BRAND VOICE

AND PERSONALITY

Brand Voice

and Personality

Brief Description

BRAND PROMISE

Brand Promise

Brief Description

COMPETITIVE ADVANTAGE

Competitive Advantage Brief Description

BRAND   
CULTURE

Brand Culture

Brief Description

Brand Idea

Brief Description

BRAND STRATEGY BRIEF

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| BRAND  IDEA |  |
| BRAND PURPOSE |  |
| VISION |  |

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| MISSION |  |
| CORE  VALUES |  |
| BRAND PROMISE |  |

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| POSITIONING STATEMENT |  |
| TARGET AUDIENCE |  |
| BRAND  VOICE & PERSONALITY |  |

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| KEY COMPETITION |  |
| COMPETITIVE ADVANTAGE |  |
| BRAND CULTURE |  |

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