**BRAND STRATEGY PLANNING TEMPLATE**

BRAND

STRATEGY

Brand Name

BRAND MANAGER NAME

BRAND MANAGER

00/00/0000

Table of Contents

[BRAND PURPOSE 3](#_Toc95567093)

[CORE VALUES 4](#_Toc95567094)

[BRAND VISION 5](#_Toc95567095)

[BRAND MISSION 6](#_Toc95567096)

[TARGET AUDIENCE 7](#_Toc95567097)

[BUYER PERSONAS 8](#_Toc95567098)

[COMPETITOR ANALYSIS 9](#_Toc95567099)

[UNIQUE VALUE PROPOSITION 10](#_Toc95567100)

[BRAND POSITION 11](#_Toc95567101)

[BRAND MESSAGING 12](#_Toc95567102)

[BRAND IMAGERY 13](#_Toc95567103)

#

# **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated**BRAND PURPOSE

|  |
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|  |

# **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated**CORE VALUES

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# **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated**BRAND VISION

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# **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated**BRAND MISSION

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# **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated**TARGET AUDIENCE

|  |
| --- |
|  |

# BUYER PERSONAS

|  |  |  |
| --- | --- | --- |
|  | PERSONA 1 | PERSONA 2 |
| Age |  |  |
| Gender |  |  |
| Relationship Status |  |  |
| Occupation |  |  |
| Income |  |  |
| Information Sources |  |  |
| Goals and Values |  |  |
| Challenges and Pain Points |  |  |
| How Your Brand Solves Their Problems |  |  |

#

# COMPETITOR ANALYSIS

|  |  |  |
| --- | --- | --- |
| Brand Name |  |  |
| Brand Purpose and Values |  |  |
| Unique Value Proposition |  |  |
| Tagline |  |  |
| Target Audience |  |  |
| Core Products |  |  |
| Marketing Channels |  |  |
| Strengths |  |  |
| Weaknesses |  |  |
| Other |  |  |

# A picture containing text, yellow  Description automatically generatedUNIQUE VALUE PROPOSITION

#

|  |
| --- |
|   |

# A picture containing text, outdoor object  Description automatically generatedBRAND POSITION

#

|  |
| --- |
|   |

# BRAND MESSAGING

|  |  |
| --- | --- |
| Voice and Tone |  |
| Taglines |  |
| Other Phrases |  |

#

# BRAND IMAGERY

|  |  |
| --- | --- |
| Logo | A picture containing text, tableware, dishware, plate  Description automatically generated |
| Colors | A picture containing diagram  Description automatically generated |

|  |  |
| --- | --- |
| Visual Style | **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated** |
| Typography | Text  Description automatically generated |

|  |
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