

BRAND STRATEGY TEMPLATE

DATE:

BRAND NAME			
MISSION STATEMENT			
BRAND VALUES			
BRAND OBJECTIVES			
ELEVATOR PITCH			

TARGET AUDIENCES TEMPLATE

DATE:

BRAND NAME			
MISSION STATEMENT			
TARGET AUDIENCES			
AUDIENCE VALUES			
AUDIENCE LOCATIONS			

AUDIENCE/CUSTOMER PROFILE TEMPLATE

DATE:

TARGET AUDIENCE			
AUDIENCE GOAL			
BRAND GOALS			
SHARED VALUES			
KEY PERFORMANCE INDICATORS			
MEASURES			

MARKETING STRATEGY TEMPLATE

DATE:

BRAND GOAL			
TARGET AUDIENCE			
CHANNEL/ LOCATION			
PAID EFFORTS			
EARNED EFFORTS			
OWNED EFFORTS			

