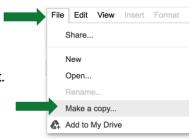


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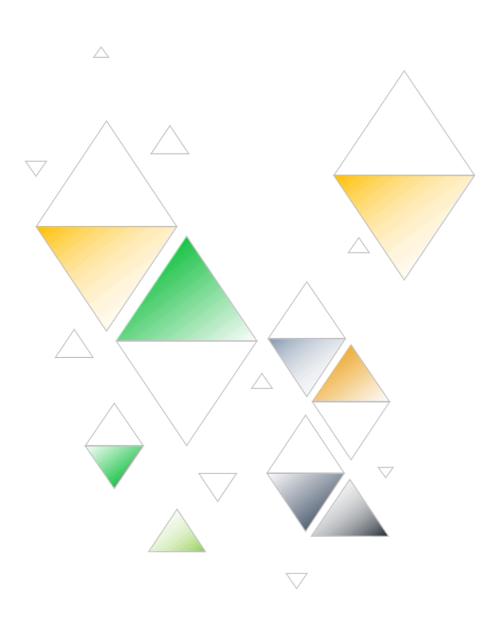
In the menu, click File > Make a copy...



# BRAND ACTIVATION BRIEF TEMPLATE

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Template begins on page 2.



## **BRAND ACTIVATION BRIEF TEMPLATE**

PROJECT NAME BRAND	
BRAND	
	PRODUCT
Client contact name Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3	Your company contact name Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3
DATE	AUTHOR
PROJECT	
Р	PURPOSE   Why?

## **ELEMENTS**

What are the fundamental components of the project?				
OBJECTIVE				
What does the project work to achieve?				
TARGET AUDIENCE				
PROJECT TARGET   Who are we trying to reach?				

BRAND TARGET   Who does the brand speak to?
DRAND TARGET   Who does me brand speak to.
ATTITUDE
ATTITUDE
PROJECT TONE   What traits are we trying to convey?
BRAND PERSONALITY   What characteristics define the brand?
MESSAGE
THE TAKEAWAY   What is the key idea to be remembered?

TAGLINE   prepared copy, key words, or theme		
FURTHERMORE		
Include any additional critical information.		
COMMENTS AND APPROVAL		
COMMENTS		

DATE	SIGNATURE

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