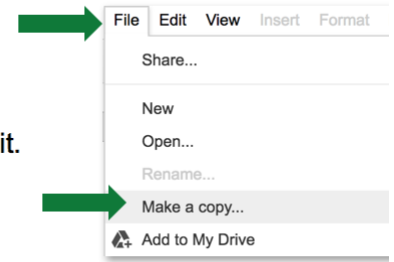


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BRAND ACTIVATION BRIEF TEMPLATE

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Template begins on page 2.



BRAND ACTIVATION BRIEF TEMPLATE

CLIENT

PROJECT NAME

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

PURPOSE Why?
OPPORTUNITY Ultimate impact?

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?*

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 <i>prepared copy, key words, or theme</i>

FURTHERMORE

<i>Include any additional critical information.</i>

COMMENTS AND APPROVAL

COMMENTS

DATE	SIGNATURE

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