## **BRAND STRATEGY** TEMPLATE

<b>BRAND</b> NAME		
MISSION STATEMENT		
<b>BRAND</b> VALUES		
<b>BRAND</b> OBJECTIVES		
ELEVATOR PITCH		

FIREBRNDCREATIVE

## TARGET AUDIENCES TEMPLATE

<b>BRAND</b> NAME		
MISSION STATEMENT		
<b>TARGET</b> AUDIENCES		
AUDIENCE VALUES		
AUDIENCE LOCATIONS		

FIREBRNDCREATIVE

## AUDIENCE/CUSTOMER PROFILE TEMPLATE

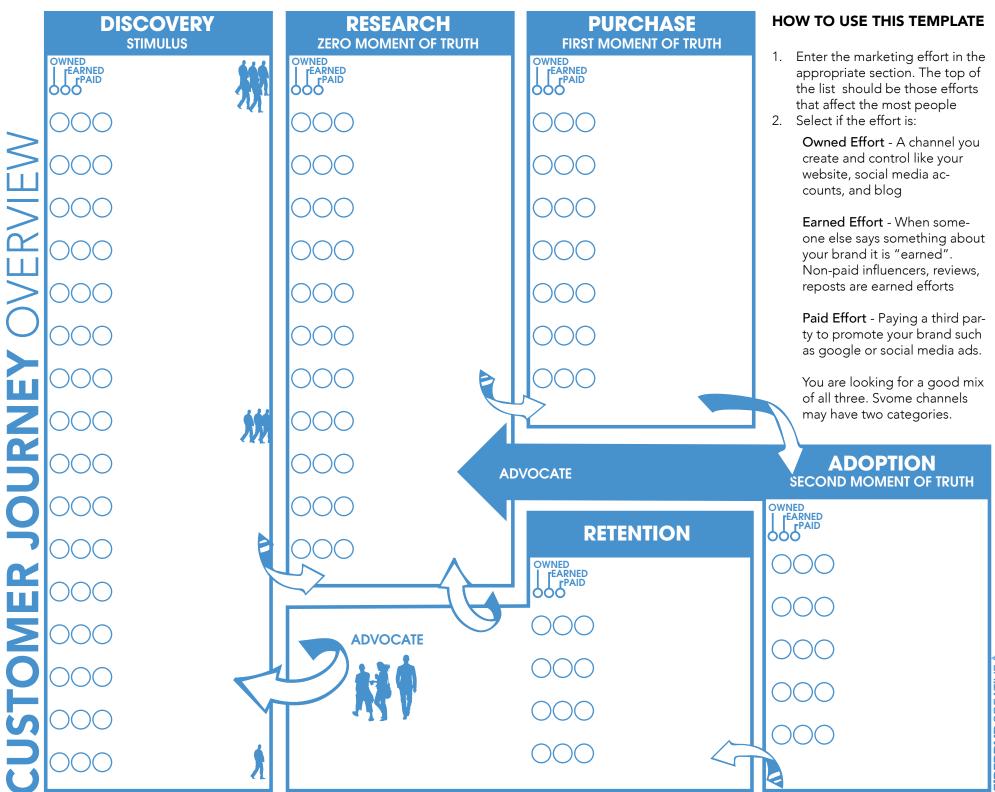
<b>TARGET</b> AUDIENCE		
AUDIENCE GOAL		
<b>BRAND</b> GOALS		
SHARED VALUES		TIVE
<b>KEY</b> PERFORMANCE INDICATORS		FIREBRNDCREATIVE
MEASURES		REBRN

DATE:

## **MARKETING STRATEGY** TEMPLATE

<b>BRAND</b> GOAL		
<b>TARGET</b> AUDIENCE		
CHANNEL/ LOCATION		
<b>PAID</b> EFFORTS		TIVE
<b>EARNED</b> EFFORTS		FIREBRNDCREATIVE
OWNED EFFORTS		FIREBRI

DATE:



FIREBRNDCREATIVE &