BRAND STRATEGY TEMPLATE

BRAND NAME		
MISSION STATEMENT		
BRAND VALUES		
BRAND OBJECTIVES		
ELEVATOR PITCH		

FIREBRNDCREATIVE

TARGET AUDIENCES TEMPLATE

BRAND NAME		
MISSION STATEMENT		
TARGET AUDIENCES		
AUDIENCE VALUES		
AUDIENCE LOCATIONS		

FIREBRNDCREATIVE

AUDIENCE/CUSTOMER PROFILE TEMPLATE

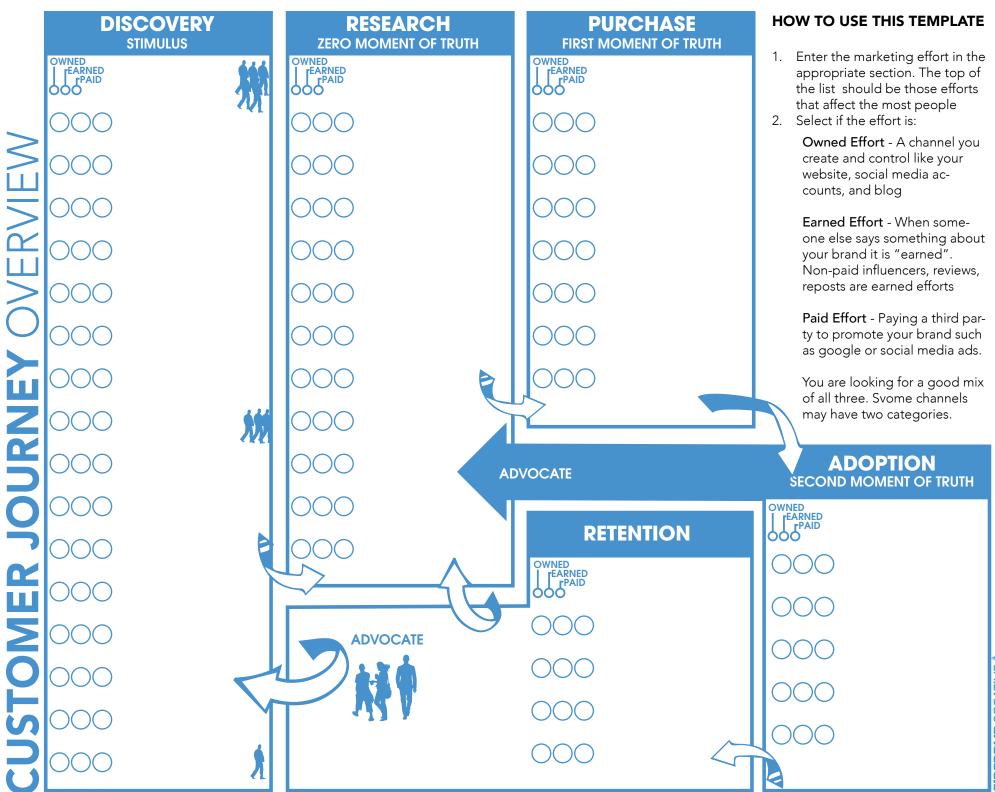
TARGET AUDIENCE		
AUDIENCE GOAL		
BRAND GOALS		
SHARED VALUES		TIVE
KEY PERFORMANCE INDICATORS		FIREBRNDCREATIVE
MEASURES		REBRN

DATE:

MARKETING STRATEGY TEMPLATE

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

DATE:



FIREBRNDCREATIVE &