[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Communication+Plan+word+11225&lpa=Brand+Communication+Plan+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)**BRAND COMMUNICATION PLAN**

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| ORGANIZATION NAME |  |  |
|  | | |
|  |  |  |
| CONTACT INFO |  |  |
| NAME | PHONE | EMAIL |
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| MAILING ADDRESS |  |  |
|  | | |
|  |  |  |
| AUTHOR | DATE |  |
|  |  |  |

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| BRAND GOALS AND OBJECTIVES |
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| TARGET AUDIENCE – OVERVIEW |
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| TARGET AUDIENCE - BREAKDOWN | | | |
| SOCIO-DEMOGRAPHIC | GEOGRAPHIC | PSYCHOGRAPHIC | COMMUNICATION CHANNELS |
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| COMPETITIVE ANALYSIS – OVERVIEW |
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| COMPETITIVE ANALYSIS - BREAKDOWN | | | | |
|  | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** | **COMPETITOR 4** |
| PERSONALITY |  |  |  |  |
| ATTRIBUTES / VALUES |  |  |  |  |
| WEAKNESSES |  |  |  |  |
| OVERALL RATING  SCALE OF  1–10 |  |  |  |  |

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| BRAND PILLARS |
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| BRAND MESSAGING |
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| MEDIA CHANNELS |
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| CREATIVE STRATEGY |
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| DIGITAL MEDIA SCHEDULE – OVERVIEW |
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| DIGITAL MEDIA SCHEDULE | | | | |
| **SOCIAL NETWORK** | **DATE(S)** | **FREQUENCY** | **CONTENT TYPE** | **DESCRIPTION** |
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| PRINT MEDIA SCHEDULE – OVERVIEW | | | | |
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| PRINT MEDIA SCHEDULE | | | | |
| **MEDIA OUTLET** | **DATE(S)** | **FREQUENCY** | **FORMAT** | **DESCRIPTION** |
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| BUDGETS |
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| SUCCESS METRICS |
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