**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Strategy+Planning+word+11225&lpa=Brand+Strategy+Planning+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)A picture containing outdoor object, sport kite, colorful, envelope

Description automatically generatedBRAND STRATEGY PLANNING TEMPLATE**

BRAND

STRATEGY

Brand Name

BRAND MANAGER NAME

BRAND MANAGER

00/00/0000

A group of colorful kites

Description automatically generated with low confidenceTable of Contents

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# 

# **A picture containing outdoor object, sport kite, colorful, envelope Description automatically generated**BRAND PURPOSE

|  |
| --- |
|  |

# **A picture containing outdoor object, sport kite, colorful, envelope Description automatically generated**CORE VALUES

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# **A picture containing outdoor object, sport kite, colorful, envelope Description automatically generated**BRAND VISION

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# **A picture containing outdoor object, sport kite, colorful, envelope Description automatically generated**BRAND MISSION

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|  |

# 

# **A picture containing outdoor object, sport kite, colorful, envelope Description automatically generated**TARGET AUDIENCE

|  |
| --- |
|  |

# BUYER PERSONAS

|  |  |  |
| --- | --- | --- |
|  | PERSONA 1 | PERSONA 2 |
| Age |  |  |
| Gender |  |  |
| Relationship Status |  |  |
| Occupation |  |  |
| Income |  |  |
| Information Sources |  |  |
| Goals and Values |  |  |
| Challenges and Pain Points |  |  |
| How Your Brand Solves Their Problems |  |  |

# 

# COMPETITOR ANALYSIS

|  |  |  |
| --- | --- | --- |
| Brand Name |  |  |
| Brand Purpose  and Values |  |  |
| Unique Value Proposition |  |  |
| Tagline |  |  |
| Target Audience |  |  |
| Core Products |  |  |
| Marketing Channels |  |  |
| Strengths |  |  |
| Weaknesses |  |  |
| Other |  |  |

# A picture containing text, yellow Description automatically generatedUNIQUE VALUE PROPOSITION

# 

|  |
| --- |
|  |

# A picture containing text, outdoor object Description automatically generatedBRAND POSITION

# 

|  |
| --- |
|  |

# BRAND MESSAGING

|  |  |
| --- | --- |
| Voice and  Tone |  |
| Taglines |  |
| Other Phrases |  |

# 

# BRAND IMAGERY

|  |  |
| --- | --- |
| Logo | A picture containing text, tableware, dishware, plate  Description automatically generated |
| Colors | A picture containing diagram  Description automatically generated |

|  |  |
| --- | --- |
| Visual Style | **A picture containing outdoor object, sport kite, colorful, envelope  Description automatically generated** |
| Typography | Text  Description automatically generated |

|  |
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