

Brand Development brief sheet

COMPANY DETAILS

Client *(per order form):*

Product/brand:

BRAND INFORMATION

1. Vision Statement:

This is a breakdown of the objectives of a brand, both short and long term.

2. Mission Statement:

This is a summary of the process through which a brand aims to achieve their vision.

3. Brand promise:

This encapsulates the solutions and promises that a brand intends to communicate to customers and business prospects.

4. Brand values:

These are core principles that guide a brand in everything they do. Be it trust, sustainability, innovation – these are values that your customers either share or seek.

5. Target audience:

This is an outline of the demographic of consumers that you wish to reach with your brand.

6. Brand-positioning/USP:

This is the reason that customers should favour your brand over another – what makes you unique.

7. Key competitors:

This is an outline of similar brands that your target audience could potentially choose over yours.

Once filled in, please return this brief to info@hurstmedialabs.com

8. Competitive advantage:

This is a description of the reasons that your brand can offer a better product or service than the key competitors.

9. Brand tone of voice:

This is your own unique style of communication. Your brand voice comprises words and tone that should be consistently identifiable throughout all forms of brand communications.

10. Brand culture:

Lastly, the brand culture is made up of code of conduct, work ethics, and a list of principles that summarise the internal environment of a brand.