

BRAND STRATEGY WORKSHEET

Date: _____ Revision # _____

For building a more informed, customer-centric marketing strategy.

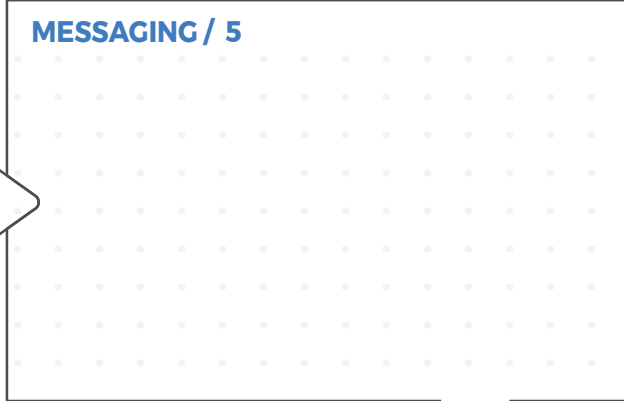
AUDIENCE / 1



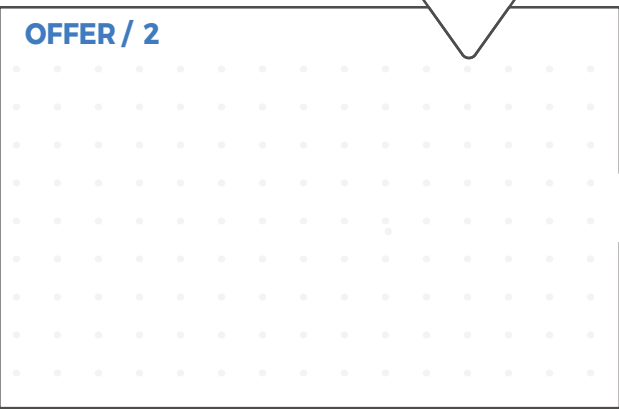
POSITIONING / 4



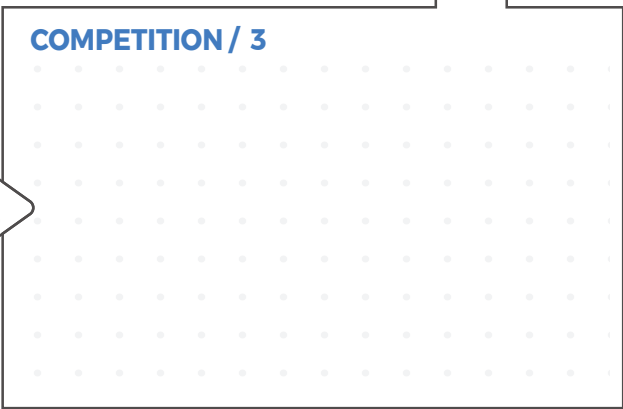
MESSAGING / 5



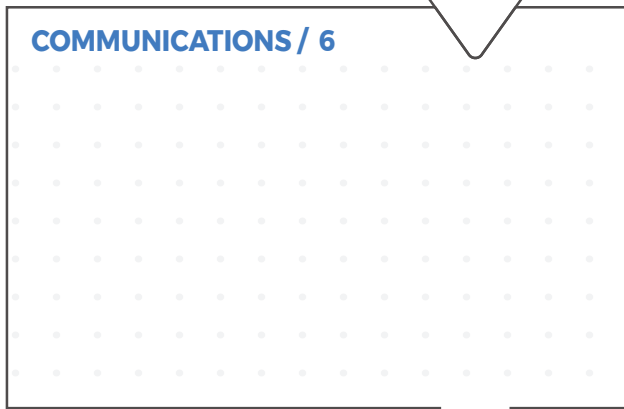
OFFER / 2



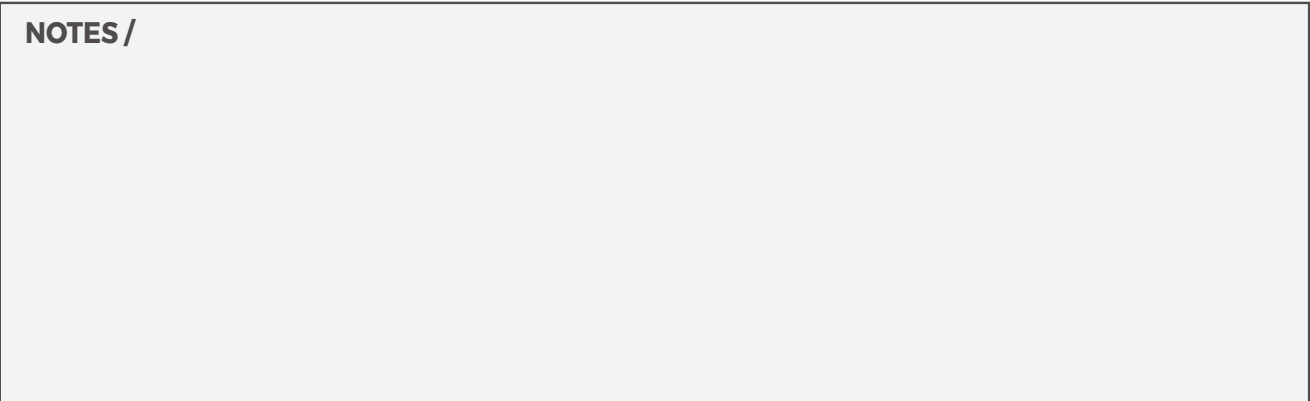
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ASSETS / 7

