

BRAND ACTIVATION BRIEF TEMPLATE

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CLIENT

PROJECT NAME

BRAND

PRODUCT

DATE

AUTHOR

PURPOSE | *Why?*

OPPORTUNITY | *Ultimate impact?*

ELEMENTS

What are the fundamental components of the project?	

OBJECTIVE

What does the project work to achieve?

TARGET AUDIENCE

PROJECT TARGET Who are we trying to reach?

BRAND TARGET | *Who does the brand speak to?*

ATTITUDE

PROJECT TONE | *What traits are we trying to convey?*

BRAND PERSONALITY | *What characteristics define the brand?*

MESSAGE

THE TAKEAWAY | *What is the key idea to be remembered?*

TAGLINE | *prepared copy, key words, or theme*

FURTHERMORE

Include any additional critical information.

COMMENTS AND APPROVAL

COMMENTS

DATE

SIGNATURE

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