

BRAND MESSAGE PLANNING

Strategic Framework & Core Narrative

Project / Brand: _____

CORE PILLAR

**TARGET AUDIENCE
NEEDS**

**KEY VALUE
PROPOSITION**

**PROOF POINTS /
RTB**

Purpose

Why we exist beyond profit

Solution

The primary problem we solve

Differentiation

What makes us unique

Experience

How we want them to feel

VOICE & TONE GUIDELINES

Brand Voice:

E.g., Professional, Quirky, Bold

Language Style:

E.g., Simple, Technical, Inspiring

Key Phrases:

Words to use often

Forbidden Terms:

Words to avoid

THE ELEVATOR PITCH

Write the 30-second summary of the brand message here...