

Why should people care about the company?

CONCISE BRAND IMAGE

Research and Experience.

How will people hear it?

MEDIA PLAN

THE TOOL BOX

PRINT

WEB

OUTDOOR

RADIO

X

What needs to be said?

CREATIVE PLAN

Establish the core personality.

- Points of Differentiation.
- Brand Position Statement.
- Tag Line.
- Core Market.
- Target Market.
- Corporate Identity.
- Personal Style.

Motive determines message.

Determine the state of the name brand internally and externally relative to competition.

Fine.
On the Rise.
Unknown.
Non-cohesive.

Stuck in the past.
Too Narrow
Just about Products.

State of brand determines course of action.

Is the message working and why?

MEASUREMENT TOOLS

Success needs to be measured.

- Acquire Names and Numbers.
- Customer Feedback
- Campaigns with data triggers

Measuring results keeps a brand alive.



design, advertising, branding

This plan is available free for your use. Review it, use it, and call Darren Leet today to maximize your brand's effectiveness.

Phone: 612-695-1999, visit www.darrenleet.info, or Email

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