



ANSWER THESE QUESTIONS.

BRAND**PURPOSE**

What is the reason for existing?

BRAND**MESSAGING**

What is the common theme that you need to express in your content?

MARKET**RESEARCH**

Know what your audience wants and needs.

CUSTOMER JOURNEY

How do people find you?

Create a story that compels people to listen.

BRAND**VOICE**

What are the phrases/words on-brand for your organisation?

BRAND**POSITIONING**

How are you different?

Why should people engage with your organisation?

TARGET**AUDIENCE**

Define your audience and get inside their heads.

CREATIVE DIRECTION

Gather imagery, fonts, colors and design examples that embodies your brand.

YOUR ANSWERS ARE YOUR BRAND STRATEGY.