

# BRAND COMMUNICATION PLAN

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ORGANIZATION NAME

CONTACT INFO

NAME

PHONE

EMAIL

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MAILING ADDRESS

AUTHOR

DATE

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BRAND GOALS AND OBJECTIVES

## TARGET AUDIENCE – OVERVIEW

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## TARGET AUDIENCE - BREAKDOWN

SOCIO-DEMOGRAPHIC	GEOGRAPHIC	PSYCHOGRAPHIC	COMMUNICATION CHANNELS

## COMPETITIVE ANALYSIS – OVERVIEW

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## COMPETITIVE ANALYSIS - BREAKDOWN

PERSONALITY				
ATTRIBUTES / VALUES				
WEAKNESSES				
OVERALL RATING SCALE OF 1-10				

## BRAND PILLARS

## BRAND MESSAGING

## MEDIA CHANNELS

## CREATIVE STRATEGY





BUDGETS

SUCCESS METRICS



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