BRAND COMMUNICATION PLAN

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ORGANIZATION NAME				
CONTACT INFO	BUOVE			
NAME	PHONE	EMAIL		
mailing address	'	'		
AUTHOR	DATE			
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	4			
BRAND GOALS	AND OBJECTIVES			

TARGET AUDIENCE – OVERVII	ΞW		
TARGET AUDIENCE - BREAKDO	OWN		

TARGET AUDIENCE - BREAKD	OWN		
SOCIO-DEMOGRAPHIC	GEOGRAPHIC	PSYCHOGRAPHIC	COMMUNICATION CHANNELS

COMPETITIV	/e analysis – overview	V	
0.01/10571711	VE ANTALY (010 - DDE AVE 01)		
COMPEIIIIV	/E ANALYSIS - BREAKDO\	WN -	
PERSONALITY			
ATTRIBUTES / VALUES			
WEAKNESSES			
OVERALL RATING			
SCALE OF 1–10			

BRAND PILLARS
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BRAND MESSAGING

MEDIA CHANNELS	
CREATIVE STRATEGY	

DIGITAL MEDIA SCHE	DULE – OVERV	IEW		
DIOITAL MEDIA COME				
DIGITAL MEDIA SCHEE	JULE			
SOCIAL NETWORK	DATE(S)	FREQUENCY	CONTENT TYPE	DESCRIPTION

DIGITAL MEDIA 3CHE				
SOCIAL NETWORK	DATE(S)	FREQUENCY	CONTENT TYPE	DESCRIPTION

PRINT MEDIA SCHEDU	LE – OVERVIEW	/		
PRINT MEDIA SCHEDU	LE			
MEDIA OUTLET	DATE(S)	FREQUENCY	FORMAT	DESCRIPTION

PRINT MEDIA SCHEDU	LE			
MEDIA OUTLET	DATE(S)	FREQUENCY	FORMAT	DESCRIPTION

BUDGETS	
SUCCESS METRICS	

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