

brand name

packaging brief

SITUATION

BRAND DESCRIPTION

PRODUCT DESCRIPTION / NAME / PRICING

BRAND / CORPORATE GOAL

BRAND POSITIONING / P.O.D.

BRAND PROMISE

CORE BRAND MESSAGE

KEY COMPETITORS

KEY MARKETS and SKU's

BRAND TAGLINE

BRAND CHARACTER / ATTRIBUTES

BRAND TONE

TARGET USER

CONSUMER INSIGHT

TARGET BENEFIT-emotional

TARGET BENEFIT-functional

BRAND EQUITIES

DESIGN OBJECTIVES and PARAMETERS

HIERARCHY

STRUCTURE

Approved by:

Date