



## BRANDING CREATIVE BRIEF

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BUSINESS NAME

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PRODUCTS & SERVICES OFFERED

---

YEAR ESTABLISHED

---

CURRENT WEBSITE

---

CURRENT SOCIAL MEDIA

---

CONTACT PERSON

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CONTACT PHONE & EMAIL

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1. WHAT'S YOUR **ELEVATOR PITCH**? IN ONE PARAGRAPH DESCRIBE YOUR BUSINESS.

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2. WHO IS YOUR **TARGET MARKET**?

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3. WHERE DO YOU WANT TO **POSITION YOUR BRAND**? ARE YOU TARGET, DAVID JONES OR LOUIS VUITTON?

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4. WHAT IS YOUR **POINT OF DIFFERENCE** FROM ALL YOUR **COMPETITORS**? NAME YOUR **3 MAIN COMPETITORS**?

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5. WHAT **LOOK & FEEL** ARE YOU HOPING FOR? PLEASE PROVIDE EXAMPLES OF **BRANDING YOU LIKE**?

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6. WHAT **TONE & PERSONALITY** DO YOU WANT TO CONVEY? WHAT **FEELINGS** DO YOU WANT TO EVOKE?

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7. ARE THERE ANY **SPECIFIC COLOURS, STYLES OR ELEMENTS** THAT YOU WOULD LIKE TO BE INCORPORATED?

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8. WHAT **INITIAL PROJECTS** WOULD YOU LIKE US TO PROVIDE AN ESTIMATE FOR?

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9. DO YOU HAVE A **BUDGET ALLOCATED** FOR THE PROJECT(S)?

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10. WHAT **TIMEFRAME OR DEADLINE** DO YOU HAVE IN MIND FOR THE PROJECT(S)?

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11. DO YOU HAVE ANY ADDITIONAL **COMMENTS, REQUESTS OR NOTES?**

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