



**Premise:** Situation / Motivation that sparked the brand's vision and drives its mission.

**Support:** List of issues/stats/facts that support the Premise.

<b>Vision</b>					
<i>A long-term, aspirational view of the future as a result of one's brand impact. A mental visual of "tomorrow;" no action or how-to's.</i>					
<b>Mission</b>					
<i>The 3- to 5-year approach toward realizing the brand's Vision. Who, what, where, why and how.</i>					
<b>Values</b>					
<i>Defines what is at the core (soul) of an organization's culture and describes the key drivers that motivate it to do its work and flourish with satisfaction.</i>					
<b>Point of Difference</b>					
<i>The most compelling and motivating benefit that the brand can own in the hearts and minds of consumers relative to the competition.</i>					
<b>Brand Promise</b>					
<i>The commitment made to customer/constituents about what the brand will deliver to them ... that matters.</i>					
<b>Target Audience Segments</b>					
<i>A defined segmentation of individuals, groups or organizations that have a known affinity with the brand's vision or mission.</i>					
	<b>Audience 1</b>	<b>Audience 2</b>	<b>Audience 3</b>	<b>Audience 4</b>	<b>Audience 5</b>
<b>Background</b>	General description of the audience segments' industry, market history, current situation and pertinent information that connects audience to brand.				
<b>Profile</b>	Demographic, psychographic description that describes/defines each audience segment.				
<b>Attitudes</b>	Purpose and/or perspective for audience segment's affinity with brand.				
<b>Current Market</b>	Quantify market size and any current factors that impact or influence decision-making.				
<b>Market Opportunities</b>	List potential market opportunities, i.e., who / where to focus energy and resources.				
<b>Motivation / Pain</b>	What triggered/triggers audience segment's affinity with brand.				
<b>Comm Influence</b>	Style, tone or expression of communications that inspire or sway audience segment. Preferred communication channels where audience goes for information about industry and/or products.				
<b>Revenue Streams</b>	List preferred products, services and events by audience segment that generate revenue.				
<b>Competition</b>	Who else shares this market space? What makes your brand a better option?				
<b>Messaging</b>					
<b>Key Message</b>	<i>The overarching communication to be conveyed in all executions. (Tied to vision)</i>				
<b>Secondary and/or Support Message</b>	<i>Supportive statement that reinforces Key Message to further trigger/evoke emotion and/or response. (Tied to mission)</i>				
<b>Rationale</b>	States specifically why messaging will be effective within each audience segment.				
<b>Motto / Mantra</b>					
<i>This could also serve as a brand tagline; it underscores the core essence of the brand vision and mission.</i>					