Brand Heroes Programme Project Scope

Client prep / You and the Team

Please provide a written briefing document in advance of the next Conference Call that details the following:

**1. Brand Status Quo:**

What is your current brand story? What do you stand for? What is your point of view on the world?

What is your Vision, Mission and Values?

How are you perceived amongst your community, and “peers” and in the “market”?

**2. Content:**

What is your current message set and what form/medium does this take?

How has this been communicated in the past?

What makes your Brand unique?

Is there an “organising principle” or core positioning to your work?

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**3. Assets:**

What are key brand and communication assets?   What have been your most successful levers to date?  What “toolset” can we take forward?

**4. Ambitions & Objectives:**

What are your key communication objectives?

Who are our target audiences, existing and new, narrow and broad?

What are her key commercial objectives?

How will we measure our success in the short, mid and long terms?

**5. Roadmap:**What key points and milestones can a (future) plan be built around?