



# Brand Strategy

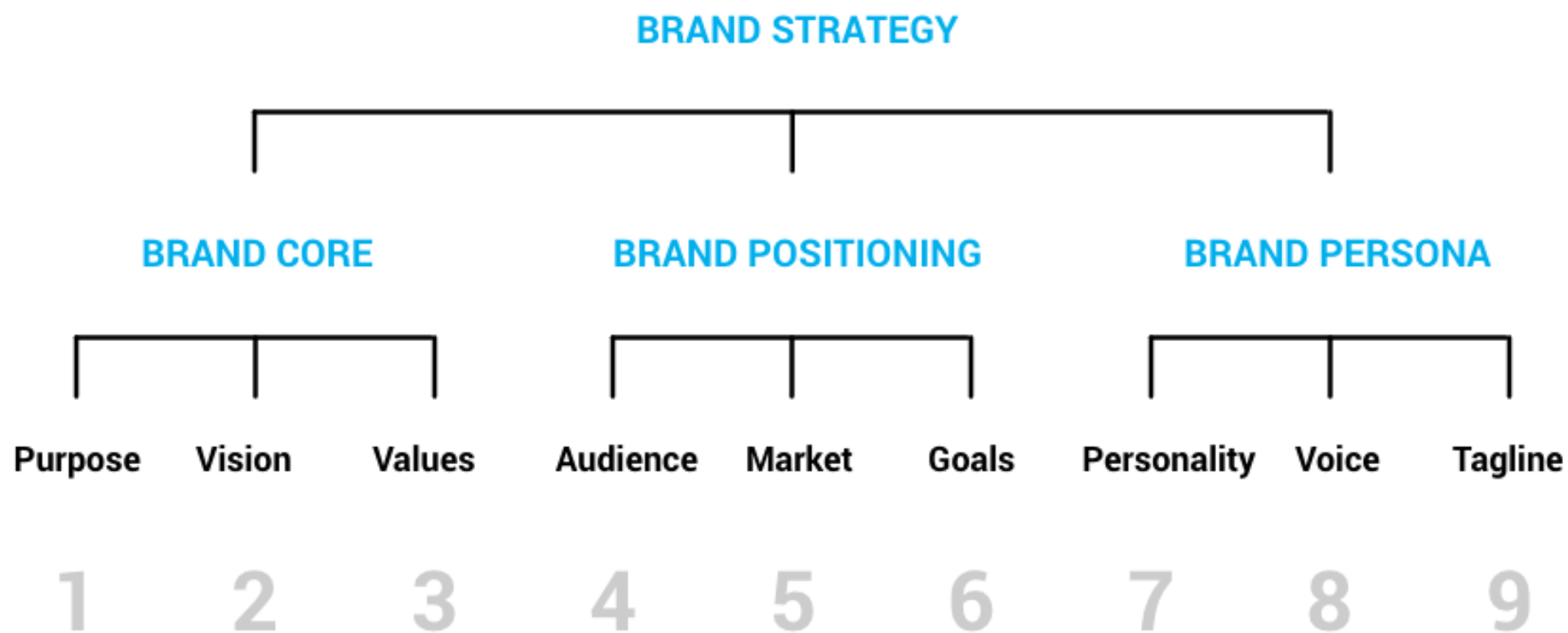
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- 1 - Brand Identity**
  - 2- Brand Strategy**
  - 3- Brand Marketing**



# Brand Strategy

**brand strategy** is a long-term plan for the development of a successful **brand** in order to achieve specific goals.

# The 9 Elements of Brand Strategy



BRAND STRATEGY

# Brand Purpose

Find the purpose behind what you do.

1



BRAND STRATEGY

# Brand Vision

Have a vision of where you're going.

2

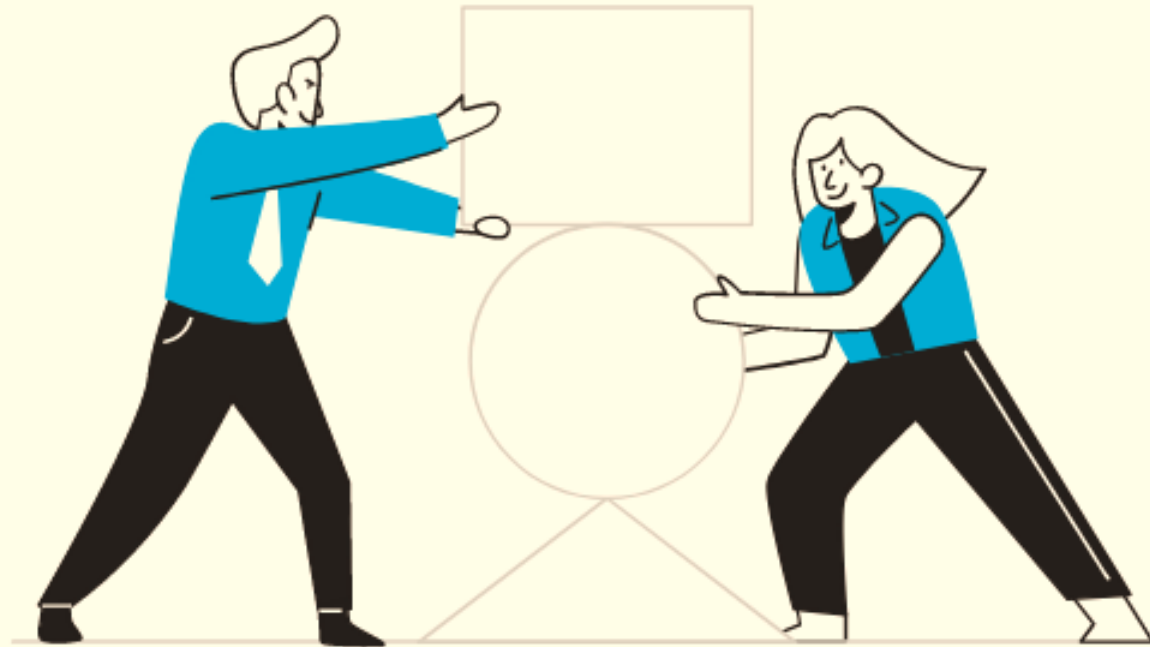


BRAND STRATEGY

# Brand Values

Determine your core values and philosophies.

3



BRAND STRATEGY

# Target Audience

Know your target audience to resonate with them.

4





BRAND STRATEGY

# Market Analysis

Analyze your market to find opportunities.

5



BRAND STRATEGY

# Awareness Goals

Prioritize goals to bring awareness.

6



BRAND STRATEGY

# Brand Personality

Define the personality of your brand.

7



BRAND STRATEGY

# Brand Voice

Project a compelling voice for your brand.

8



BRAND STRATEGY

# Brand Tagline

Craft a memorable tagline to seal the deal.

9

