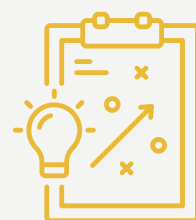


Brand Strategy

List the main elements of the brand strategy



List here:

Digital Marketing Goals

List the main elements of the brand strategy

List here:

Segmentation

<NAME OF THE SEGMENT / PERSONA>

Demographic:

Geographic:

Behavioral:

Psychographic :

Segmentation

<NAME OF THE SEGMENT / PERSONA>

Demographic:

Geographic:

Behavioral:

Psychographic :

Persona description

Extended description here:

Persona description

Extended description here:

Differentiation points

Attribute:

Functional benefit(s):

Emotional & Social benefit(s):

Differentiation points

Attribute:

Functional benefit(s):

Emotional & Social benefit(s):

Laddering technique