



THE MEDIA FORMULA

You probably already have a business plan and a marketing strategy to support it, but what about your brand?

The brand strategy is a separate document that will become useful for all future brand activities including media and marketing initiatives.

So what is a brand?

Your brand is a mix between IMAGE & IDENTITY!

Visual assets such as a logo, are used to communicate a brand's image. While, supporting marketing & media efforts build its identity.

Before completing your strategy, it is important that you do some market research and analysis. Research can be carried out in a number of ways including primary research (interviews, questionnaires or focus groups) and secondary research (the internet, books or trade publications).

From the information you've gathered, you can begin to formulate a strategy to be used as a guide and reference point for all future activities.

The Media Formula template has been designed to give you a helping hand with your strategy.

Remember this is a work in progress and can always be updated or amended at a later date.

<p>Mission Statement The vision, value & aims</p>	
<p>Brand Narrative What's the story behind your product or service?</p>	
<p>Unique Selling Point (USP) What makes your product/service stand out?</p>	
<p>Brand Positioning What perception should people have of your product or service? What is its value?</p>	
<p>Target Market Who is your core target market?</p>	
<p>Tone of Voice (TOV)</p>	
<p>Tagline The catchphrase or slogan</p>	
<p>Competitors Identify your main competitors – look into products, positioning & price</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Elevator Pitch How would you describe your brand, to a stranger, in one sentence?</p>	