

The 3 Ps

OF A BRAND PLAN

Questions to consider:

1 PURPOSE



- What is the underlying purpose of the brand?
- What are the brand values?
- What are the value propositions around that?

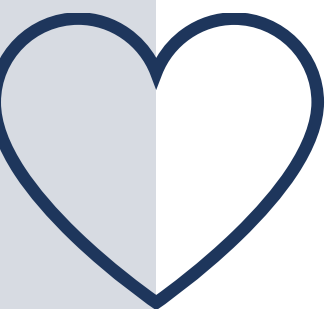
2 POTENTIAL



Consider the aims you have for your brand:

- Do you have the resources to achieve those aims or do you need to reassess your aims?

3 PROMISE



- What is the promise you are making to the end user and how are you going to achieve it?
- How will you make the brand potential a reality, in light of the identified potential?

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Advice • Valuations • Transactions

Contact the team at
JPAbusiness on 02 6360 0360
for advice on developing a
brand strategy for your
business.

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