

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?