**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Strategy+Proposal+word+11225&lpa=Brand+Strategy+Proposal+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND STRATEGY**

**PROPOSAL**

**TEMPLATE**

Brand Name

BRAND

STRATEGY

PROPOSAL



CREATED FOR

CREATED FOR NAME

PRESENTED BY

PRESENTED BY NAME

DATE PRESENTED

00/00/0000

Table of Contents

[SITUATION 3](#_Toc95740880)

[BRANDING SOLUTION 4](#_Toc95740881)

[BACKGROUND 5](#_Toc95740882)

[GOALS 6](#_Toc95740883)

[APPROACH 7](#_Toc95740884)

[APPROACH OVERVIEW 7](#_Toc95740885)

[RESEARCH AND ASSESSMENT 7](#_Toc95740886)

[STRATEGIC PLANNING 8](#_Toc95740887)

[TACTICAL PLANNING 8](#_Toc95740888)

[IMPLEMENTATION 9](#_Toc95740889)

[EVALUATION 9](#_Toc95740890)

[TIMELINE 10](#_Toc95740891)

[PROJECT CALENDAR 11](#_Toc95740892)

[PROJECT COSTS 12](#_Toc95740893)

[NEXT STEPS 13](#_Toc95740894)

# SITUATION

|  |
| --- |
| What is the branding challenge? Provide an overview of business goals and why this branding project is being launched. |

# BRANDING SOLUTION

|  |
| --- |
| Describe the positive results the business will get when their branding problem is resolved. |

# BACKGROUND

|  |
| --- |
| Provide information such as brand history, current brand perception in the marketplace, and stakeholder expectations. |

# GOALS

|  |
| --- |
| GOAL 1  Description  GOAL 2  Description  GOAL 3  Description |

# APPROACH



## APPROACH OVERVIEW

|  |
| --- |
| Describe your analysis methodology, strategy approach, and branding services provided. |

## RESEARCH AND ASSESSMENT

|  |
| --- |
|  |

## STRATEGIC PLANNING

|  |
| --- |
|  |

## TACTICAL PLANNING

|  |
| --- |
|  |



## IMPLEMENTATION

|  |
| --- |
|  |

## EVALUATION

|  |
| --- |
|  |

# TIMELINE

# 

|  |
| --- |
| Describe the project schedule, highlighting milestones and important deliverables. Use the Project Calendar to illustrate the timeline visually. |

## PROJECT CALENDAR

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| YR. | 20XX |  |  |  |  |  |  | 20XX |  |  |  |  |  |  |  |  |  |  |
| MO. | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV |
| MILESTONE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DEADLINE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MILESTONE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MILESTONE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DELIVERABLE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DEADLINE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DELIVERABLE  00/00/0000 – 00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DELIVERABLE  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LAUNCH  00/00/0000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

# PROJECT COSTS

|  |
| --- |
| Add pricing and contract terms. |

# NEXT STEPS

|  |
| --- |
|  |

|  |
| --- |
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