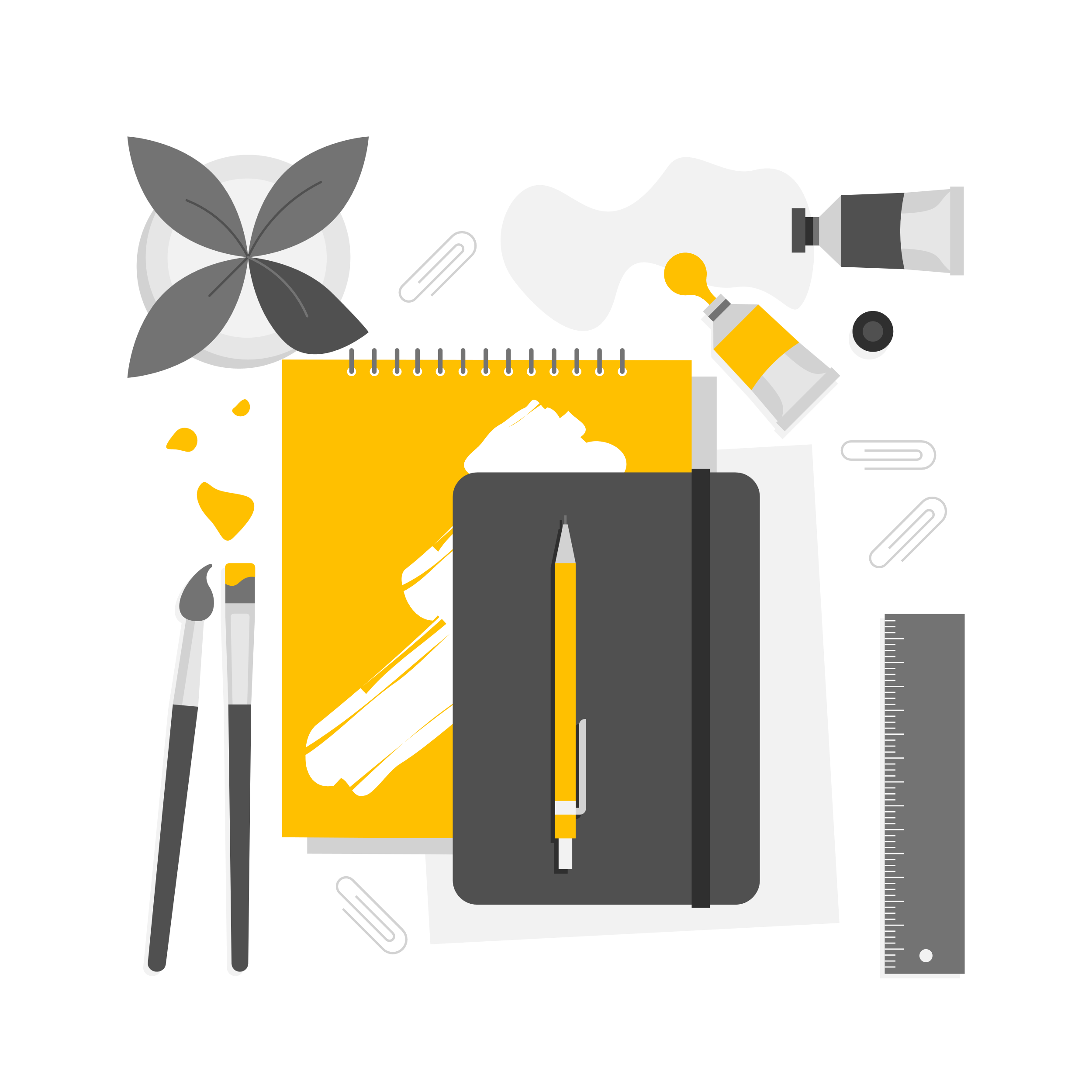
**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12087&utm_source=template-word&utm_medium=content&utm_campaign=Creative+Strategy-word-12087&lpa=Creative+Strategy+word+12087)Creative Strategy Template**

DATE: MM/DD/YY

COMPANY NAME



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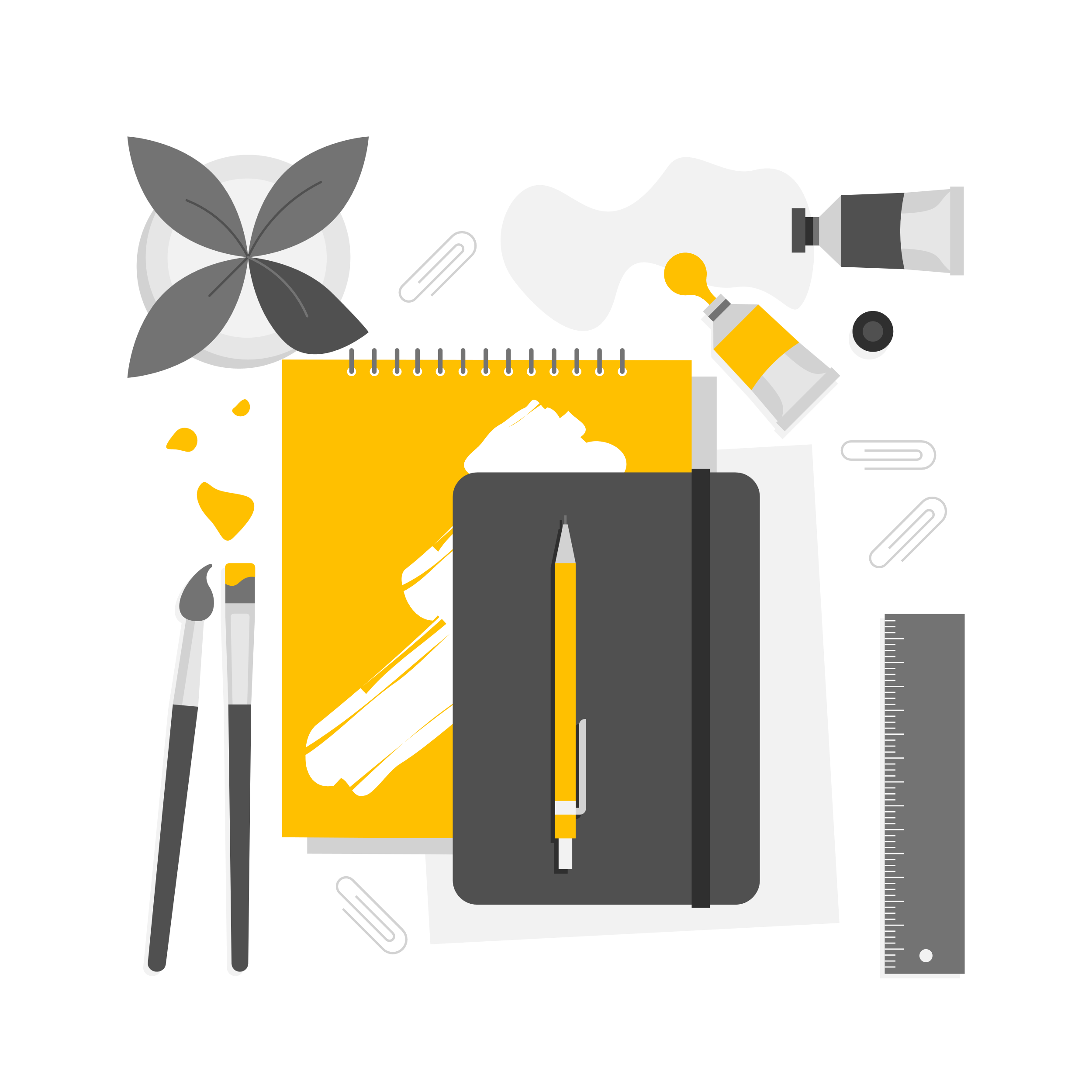
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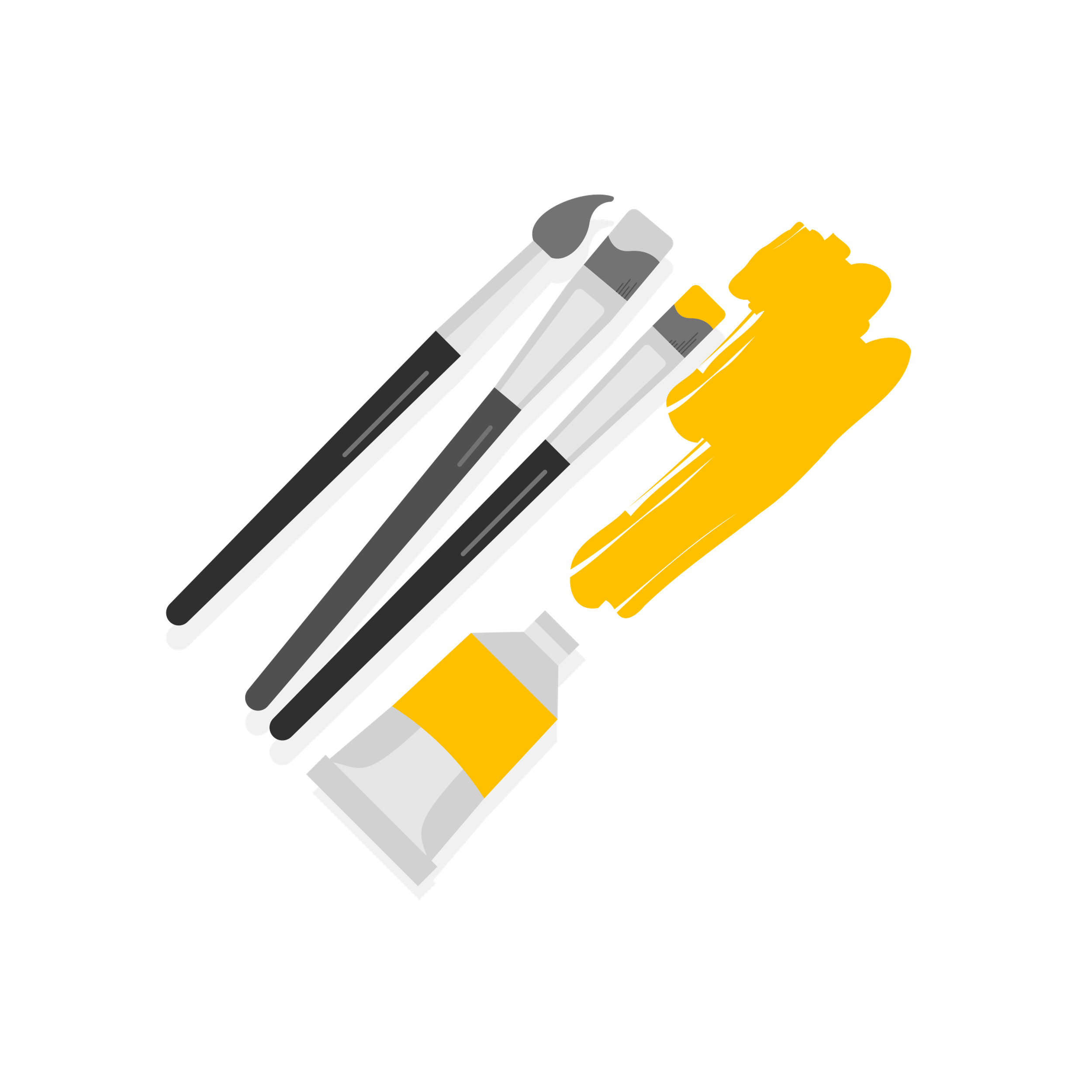
Strategy Statement

**2**

SMART Goals

**1**



****

Description of purpose …

Description of core values …

Description of voice and tone …

Description of the brand story / narrative …

Description of brand imagery …

Description of typography and options …

Description of color scheme and palette guides …

CORE VALUES

STORY/NARRATIVE

IMAGERY

TYPOGRAPHY

COLOR SCHEME

Insert tagline …

VOICE & TONE

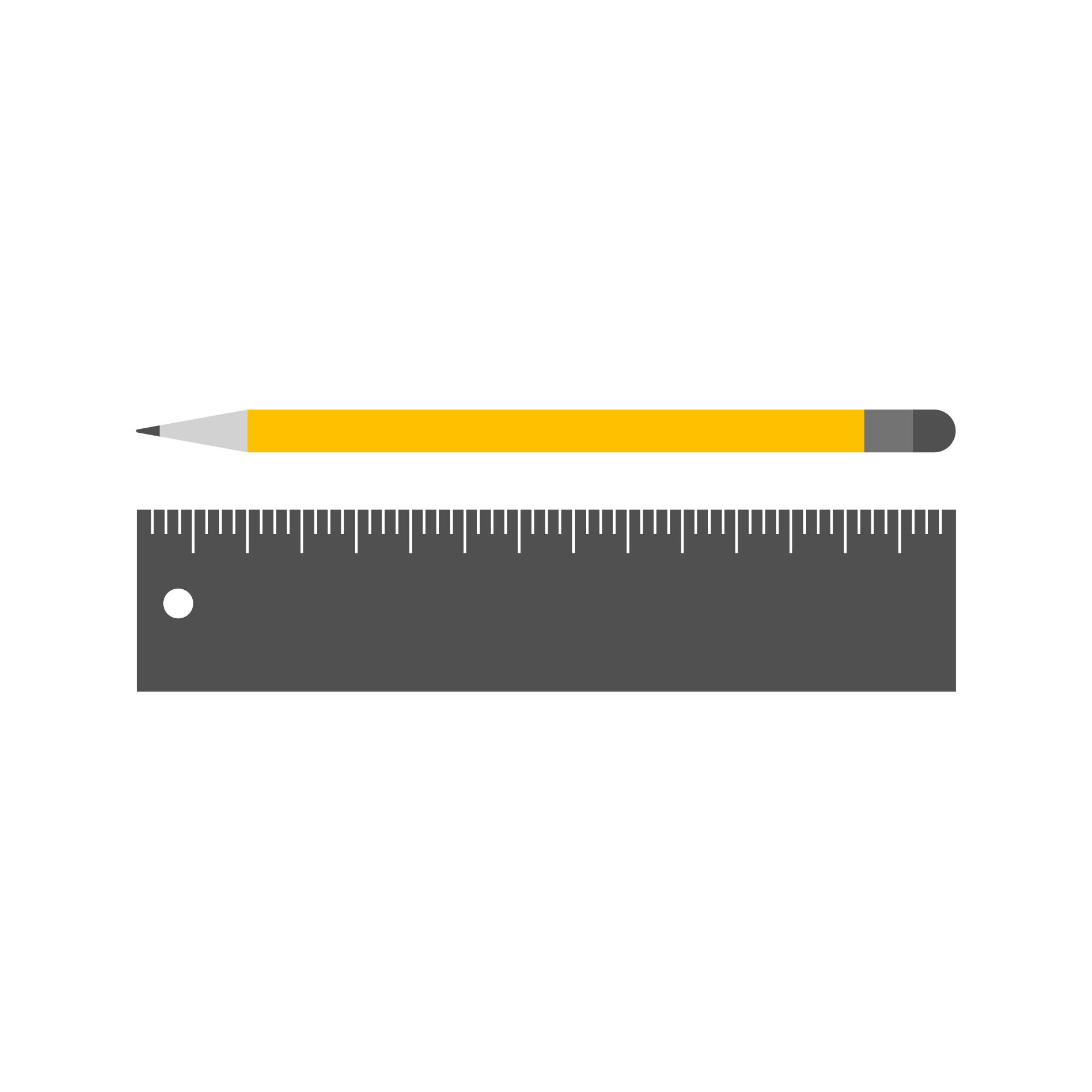
Description of vision …

TAGLINE

VISION

PURPOSE

1. Brand

****

* **Specific:** Define what you want to achieve.
* **Measurable:** Decide how success will be measured.
* **Achievable:** Set realistic goals.
* **Relevant:** Illustrate how your goal lines up with your overall objectives and target audience.
* **Time-bound:** Set milestones and deadlines to achieve your goal.

**SPECIFIC**

**MEASURABLE**

**ACHIEVABLE**

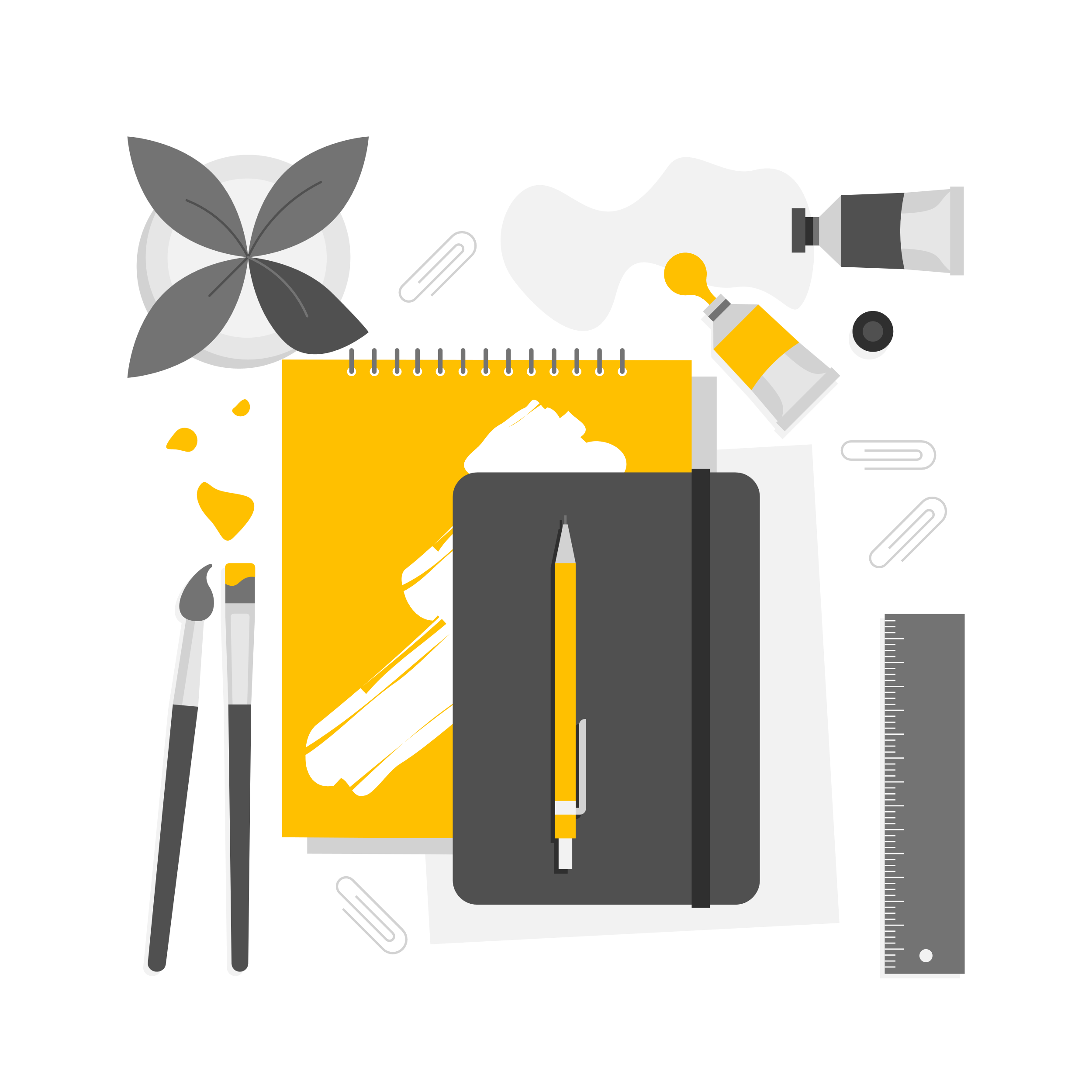
**RELEVANT**

**TIME-BOUND**

2. SMART Goals

**A black background with white letters

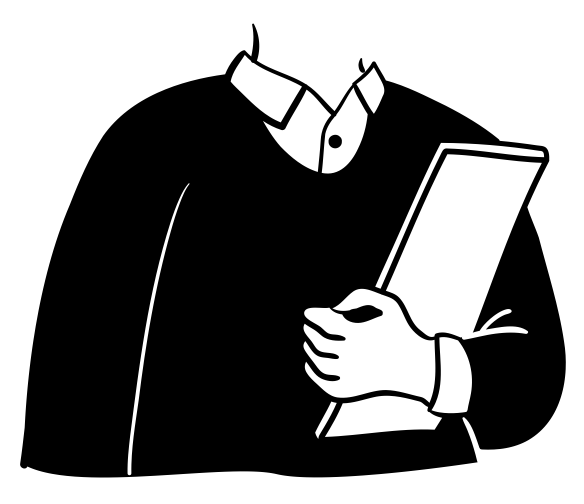
Description automatically generated**



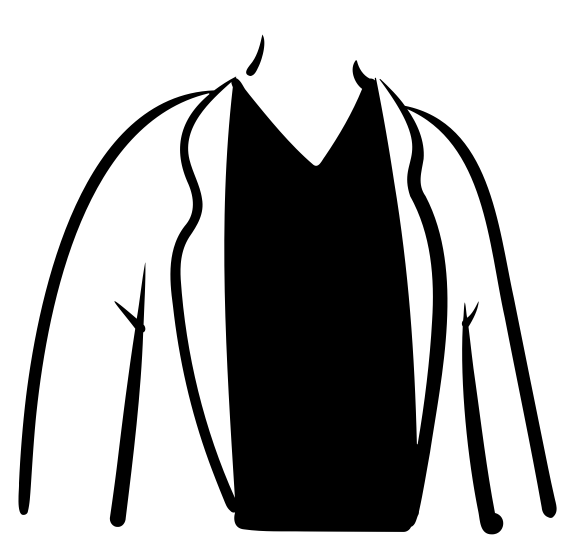
This is a brief outline of the creative execution strategy that will guide the plan – this can include visuals, brand examples, and other collateral materials.

EXECUTION

3. Strategy Statement

****

4. Target Audience

****

**IDENTIFICATION**

|  |  |
| --- | --- |
| DEMOGRAPHICS | Description |
| PSYCHOGRAPHICS | Description |
| BEHAVIORS | Description |
| FRUSTRATIONS | Description |
| INTERESTS | Description |
| NEEDS | Description |
| MOTIVATIONS | Description |

**A black and white text

Description automatically generated**

5. Unique Selling Proposition (USP)



Describe the benefit that differentiates your product   
or service from the competitors.

**A blue and white circle with a white stripe

Description automatically generated**

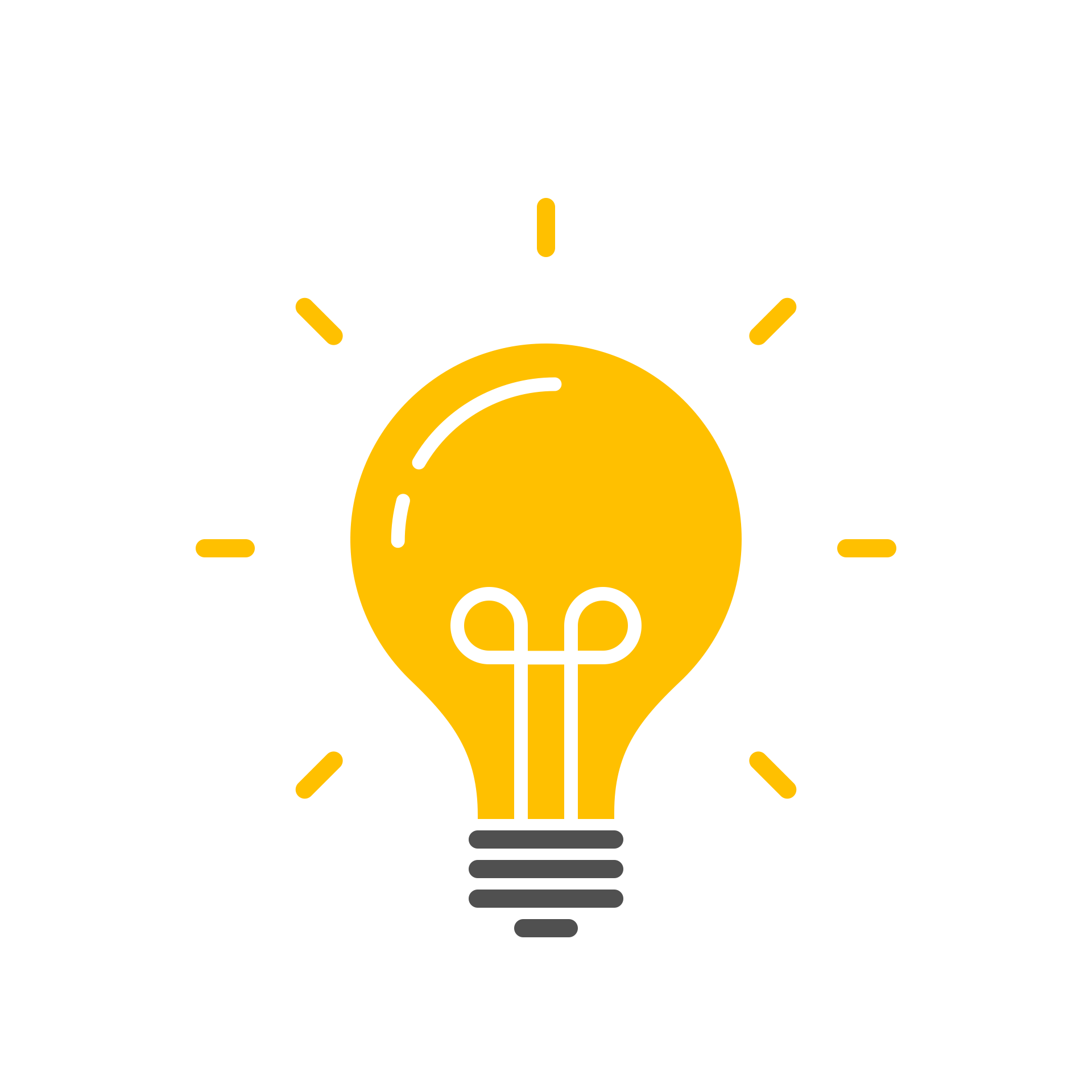
A SIMPLE, MEMORABLE STATEMENT THAT REPRESENTS YOUR BRAND’S PURPOSE.

6. Core Message

Describe the means for sharing your brand’s core message with the target audience.

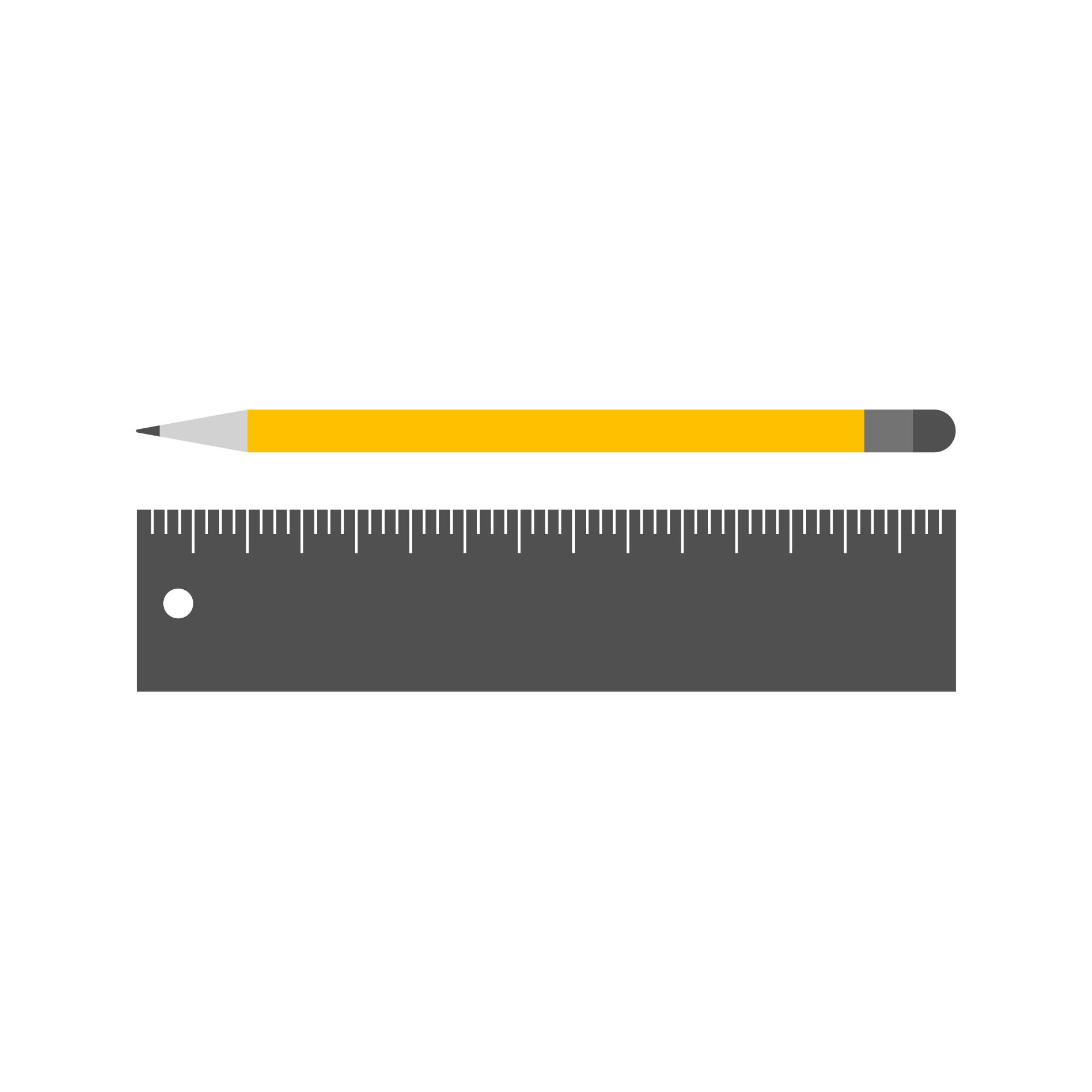


7. Communication Channels

****

Describe the ideas that capture your audience’s attention and create an emotional response through imagery, voice, and words.

8. Creative Concepts

****

9. Key Performance Indicators

Define the quantifiable metrics for measuring the strategy’s progress and success.

**KPIs**

|  |  |
| --- | --- |
| METRIC 1 | Description |
| METRIC 2 | Description |
| METRIC 3 | Description |
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|  |  |

10. Budget

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CATEGORY | ITEM | DESCRIPTION | DATE OF QUOTE | AMOUNT  BUDGETED | | AMOUNT  SPENT | | BUDGET  VARIANCE | |
| Category A | Item 1 | Description | MM/DD/YY | $0.00 | | $0,00 | | $0.00 | |
| Item 2 | Description | MM/DD/YY | $0,00 | | $0.00 | | $0.00 | |
|  |  |  |  | |  | |  | |
| Category B |  |  |  |  | |  | |  | |
|  |  |  |  | |  | |  | |
|  |  |  |  | |  | |  | |
| Category C |  |  |  |  | |  | |  | |
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|  |  |  |  | |  | |  | |
|  |  | **TOTAL** | | | **$0.00** | | **$0.00** | | **$0.00** | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 11. Timeline  Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |
| Title | Title | Title | Title | Title |
| Subtitle | Subtitle | Subtitle | Subtitle | Subtitle |
| Content | Content | Content | Content | Content |
| Subtitle | Subtitle | Subtitle | Subtitle | Subtitle |
| Content | Content | Content | Content | Content |
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