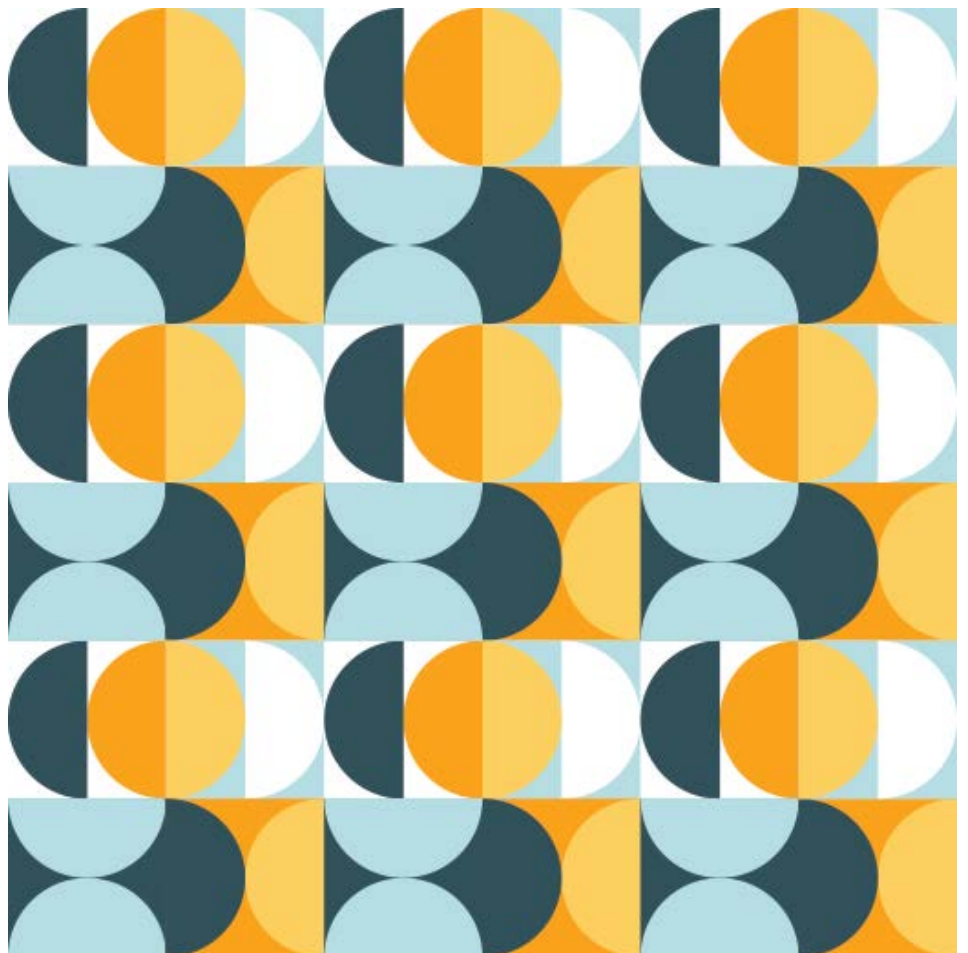


# BRAND STRATEGY PROPOSAL TEMPLATE

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# BRAND STRATEGY PROPOSAL

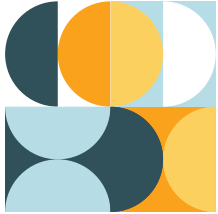
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PRESENTED BY

DATE PRESENTED

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# SITUATION

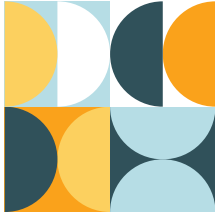
# BRANDING SOLUTION





# BACKGROUND





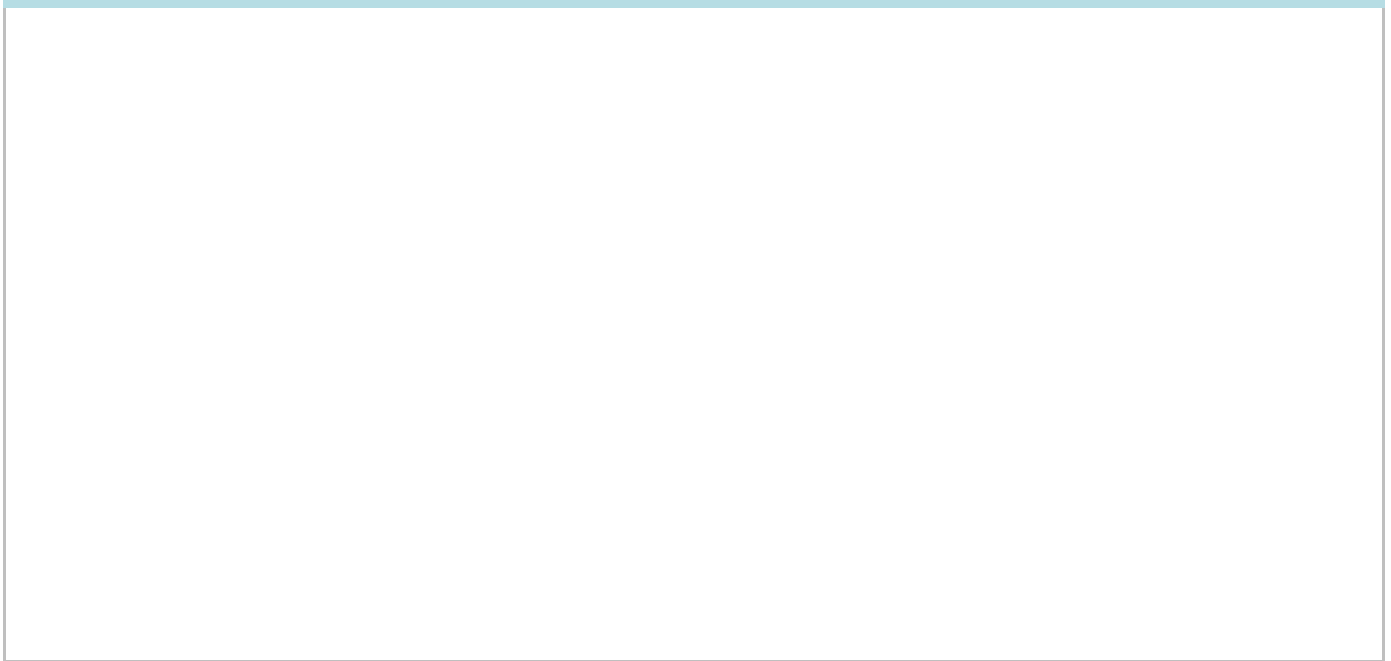
# GOALS

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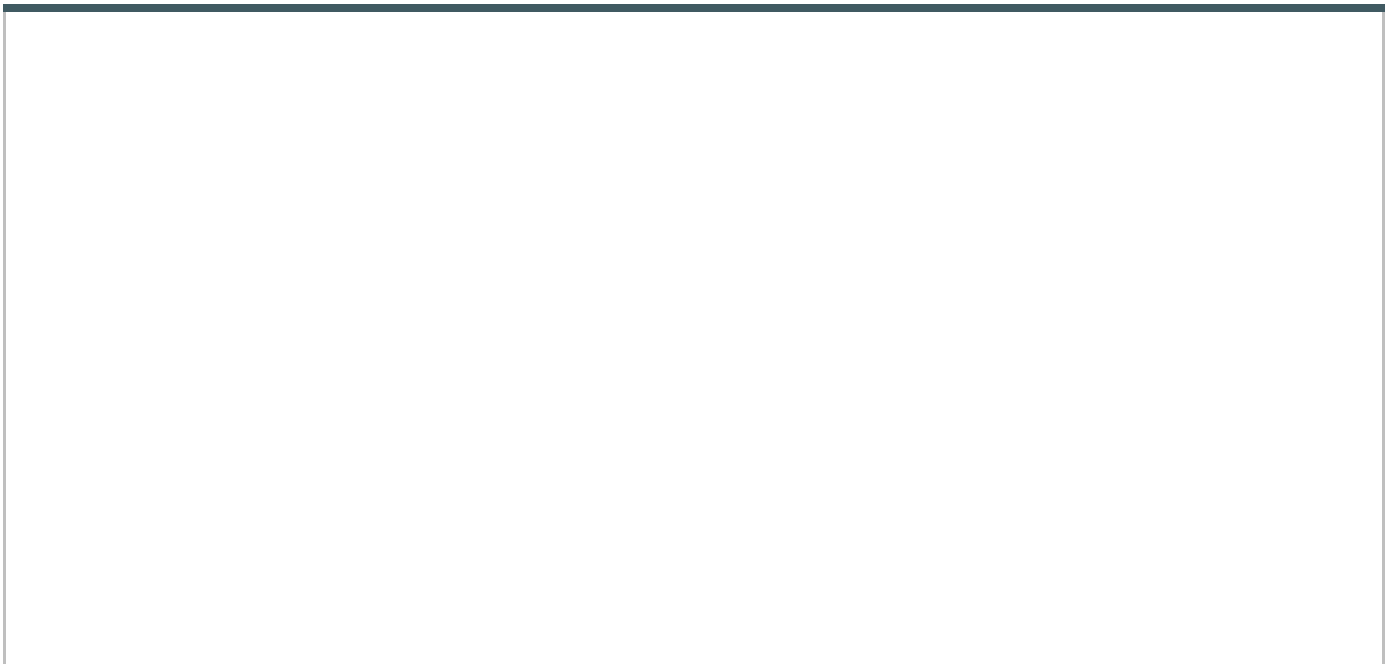
# APPROACH



## APPROACH OVERVIEW



## RESEARCH AND ASSESSMENT





# STRATEGIC PLANNING



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# TACTICAL PLANNING



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# IMPLEMENTATION

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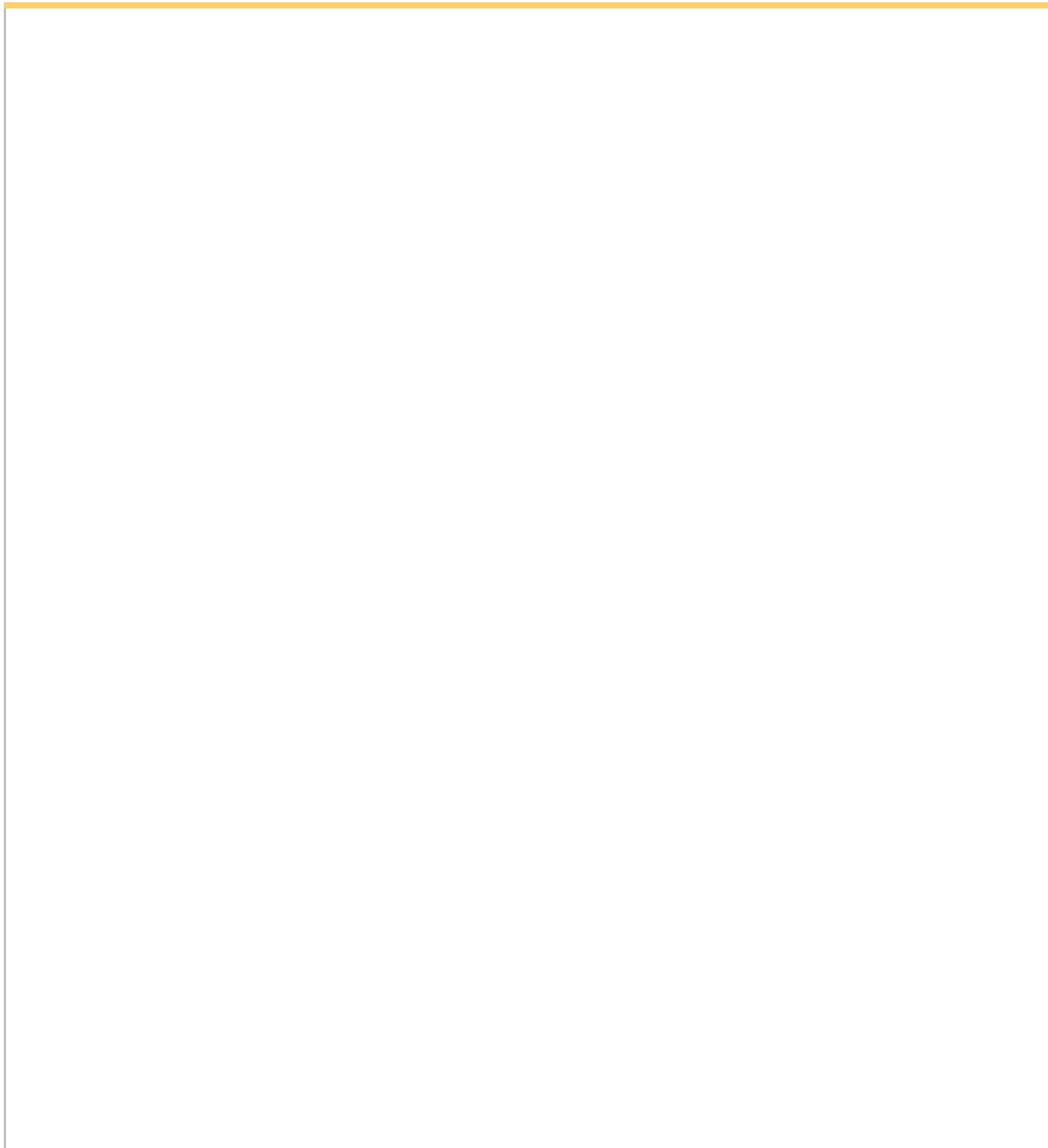


# EVALUATION

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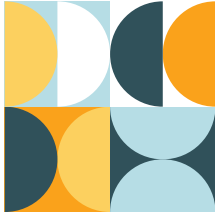
# TIMELINE





# PROJECT COSTS

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# NEXT STEPS

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