

# SampleCompany Brand Brief

This is the foundational document of the brand and should provide shared understanding and focus to all initiatives.

## Market



Key Stakeholders

## Core Purpose

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Vision

## Key Services

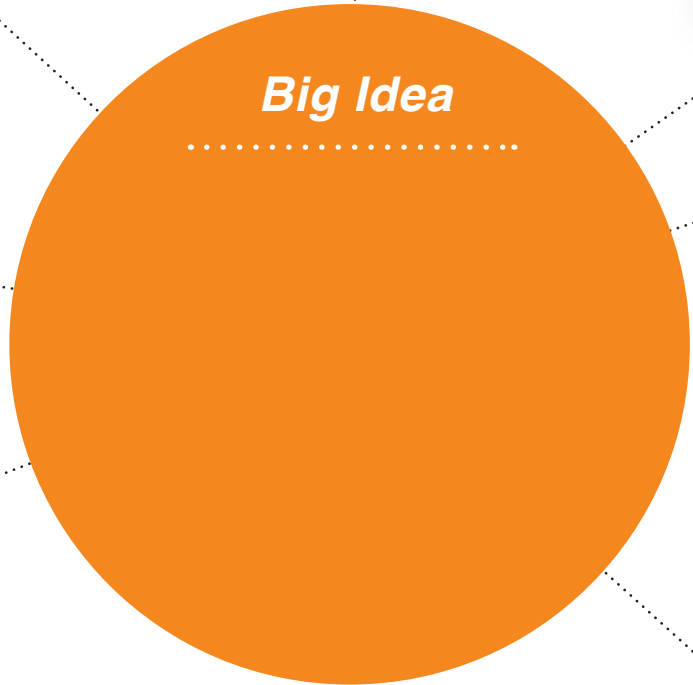
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## Attributes

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## Value Proposition

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## Similar Companies

## Positioning

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## Audience Segments

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Primary

Mary Age: 28 Field Operations Manager

Mary works for a small franchise brand (<50 units), Mary is a business savvy, a driven employee and wears many hats in the franchise. Staff resources are limited, and the day-to-day demands of her job, take away from the focus needed to strategically improve operations. This is a pain point for her. Mary stays at the top of her game through researching industry best practices, networking and continuing education.

Secondary

Steve & Connie Age: 50 Founders

Failure isn't an option. After going "all in" as a franchisor, they realized franchising is harder than they thought. They want reliable, steady growth and believe they'll need better marketing and operational improvements to attract franchisees to grow the brand. Desiring faster unit profitability, they are unsure how to fix their challenges. They can't afford to make expensive mistakes, so working within a performance-based plan is an unspoken desire.

Tertiary

Tim Age: 45 Founder & CEO

Over the years Tim learned the franchise business through hard-learned and sometimes costly mistakes. His franchise system has made it past the 50 unit mark, the growth momentum has plateaued. He is self-aware and knows he needs help, and may even have ideas on how to fix some of his challenges. He lacks the expertise to create and execute the ideas that will take the franchise to the next level.