YOUR
LOGO

**COMPANY NAME**

BRAND STRATEGY

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your brand strategy. We help businesses define and elevate their brand positioning through strategic planning, storytelling, and identity development.

This proposal outlines how we can help [Client Name] create a brand that stands out, connects with your audience, and drives growth.

# Problem or Opportunity

[Client Name] is currently facing challenges around brand clarity, consistency, or differentiation. A clearly defined brand strategy will align internal teams, build audience trust, and strengthen market positioning.

# Proposed Solution

We propose a tailored brand strategy program that includes discovery, research, strategic direction, and implementation guidance.

Key Benefits:
- Unified and consistent brand messaging
- Improved customer recognition and loyalty
- Clear positioning in a competitive market

# Scope of Work

Our brand strategy services include:

- Brand audit and competitive analysis
- Stakeholder interviews and audience research
- Brand positioning statement and messaging framework
- Brand voice and tone guidelines
- Visual identity recommendations (if applicable)
- Brand strategy presentation and documentation

# Timeline

Estimated timeline for brand strategy development:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff & Discovery | Initial meeting, goals & audience alignment | [Start Date] |
| Research Phase | Market, customer, and brand audit | [Date] |
| Strategic Development | Positioning, messaging, and voice | [Date] |
| Final Presentation | Deliver final strategy deck | [Completion Date] |

# Pricing

Breakdown of project pricing:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Brand Audit & Research | Competitive analysis, interviews, research | [Amount] |
| Strategic Direction | Positioning, messaging, brand voice | [Amount] |
| Final Documentation | Strategy deck and guidelines | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a branding agency specializing in strategic brand development for companies seeking clarity and growth.

- Experience: [X] years in brand strategy
- Team: Strategists, researchers, writers, designers
- Mission: To help organizations articulate and activate their brand purpose

# Case Studies / Testimonials

Case Study: [Previous Client Name]

- Project: Re positioned legacy brand to attract younger audiences
- Outcome: New messaging, visual identity, and 40% brand awareness increase in 6 months

Testimonial:
“[Your Company Name] gave us the tools to articulate who we are and stand out in our industry.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit upon project start; 50% upon delivery of final strategy deck.
Cancellation Policy: Cancel within 7 days for a full refund of the deposit.
Deliverables: Client receives full ownership of all final strategy documents.

# Acceptance

To move forward with this brand strategy project, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client’s Printed Name]
Title: [Client’s Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_