

● Brand MAP

(Brand Market Access Plan)

A practical structure that builds step by step into a plan that can direct marketing activities for a 3-year period. It will enable the organization to make informed choices about its marketing activity (and expenditure) and to identify new opportunities for the brand.



1. Executive Summary

- The four big themes of the market and the four big needs to be addressed by the plan

2. Business Strategy

- Description of the current business model
- Key short term and medium term business objectives
- Stretch vision for the brand (think really big)

3. External Environment

- Social, environmental and technological trends affecting the brand and its audience
- Competitive analysis of the current market dynamics

4. Organizational Capacity

- Review of the assets, liabilities of the brand, its key threats and new opportunities

5. Market Opportunity

- A brief summary the opportunities that the plan could help the brand take

6. Target Audience

- Current and new audiences (demographics, lifestyle profile, size)

7. Marketing Objectives

- Six detailed and specific objectives to cover the first 6 months of activity
- Six short-term objectives to cover the next 12 months of activity
- High-level objectives to cover the final 18 months activity

8. Brand Strategy and Messaging

- Brand positioning (positioning, proposition, values, key and secondary messaging), essential for defining how and what the brand should communicate to audiences

9. New Product Development

Review of options for new product development and audience extension

10. Short-term Implementation plan

Articulation of the tasks, deliverables, timeline and budget for the first 3-month work plan.