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**BRAND BRIEF**

Hello! We are Happa.

We’re looking forward to learning more about you.

**Your name:**

1. You belong to

* Fashion/ Retail
* Food/ FMCG
* Manufacturing
* Lifestyle/ Furniture
* Beauty
* Pharma

Other

1. Define your persona

* Fun
* Exclusive
* Elegant
* Classic
* Innovative
* Exclusive
* Inclusive
* People friendly
* Quirky
* Eccentric
* Alternative
* Contemporary

Any other words you’d like to include:

1. What are the products/services you offer?
2. Who are your main competitors? (mention 3 best local + 3 international competitors if any)
3. Any brands you look towards for inspiration?
4. How do you sell currently?
5. What are your

Strengths

Weaknesses

Opportunities

Threats

1. What are the brand objectives on digital media? If there is a marketing plan, please share it with us.

**Example:**

* Increase Reach
* Increase Brand Visibility
* Generate Sales Queries
* Build Engagement
* Generate Leads

1. Your target audience is

Local

National

International

1. They are

Male Female Both

16 -24 25-34 35 and above

1. They are interested in

International fashion brands

Travel locally or abroad

Technology

Industry news

Lifestyle and health

Beauty

1. Please share the links to your current social media channels and website
2. Do you have a

Brand guideline/ brand book

Photography/ Videography/ Content

1. How frequently would need social/ digital media reporting?

* Daily basis
* Weekly basis
* Monthly basis
* Quarterly basis

1. Do you Require Digital PR?
2. Do you require SEO / SEM?
3. What are your goals or KPIs for SEM?
4. What are your business goals for the next year?
5. What are your digital goals for the brand in the next five years?
6. Do you Require Performance Marketing? What is the budget per month?

75 – 100 k

100- 200 k

200 – 400k

500k +

