

# THREE HOUR BRAND PLAN

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20 YEAR ROAD MAP

WHERE DO YOU SEE BRAND OVER THE NEXT 20 YEARS?

5 YEAR

10 YEAR

15 YEAR

20 YEAR



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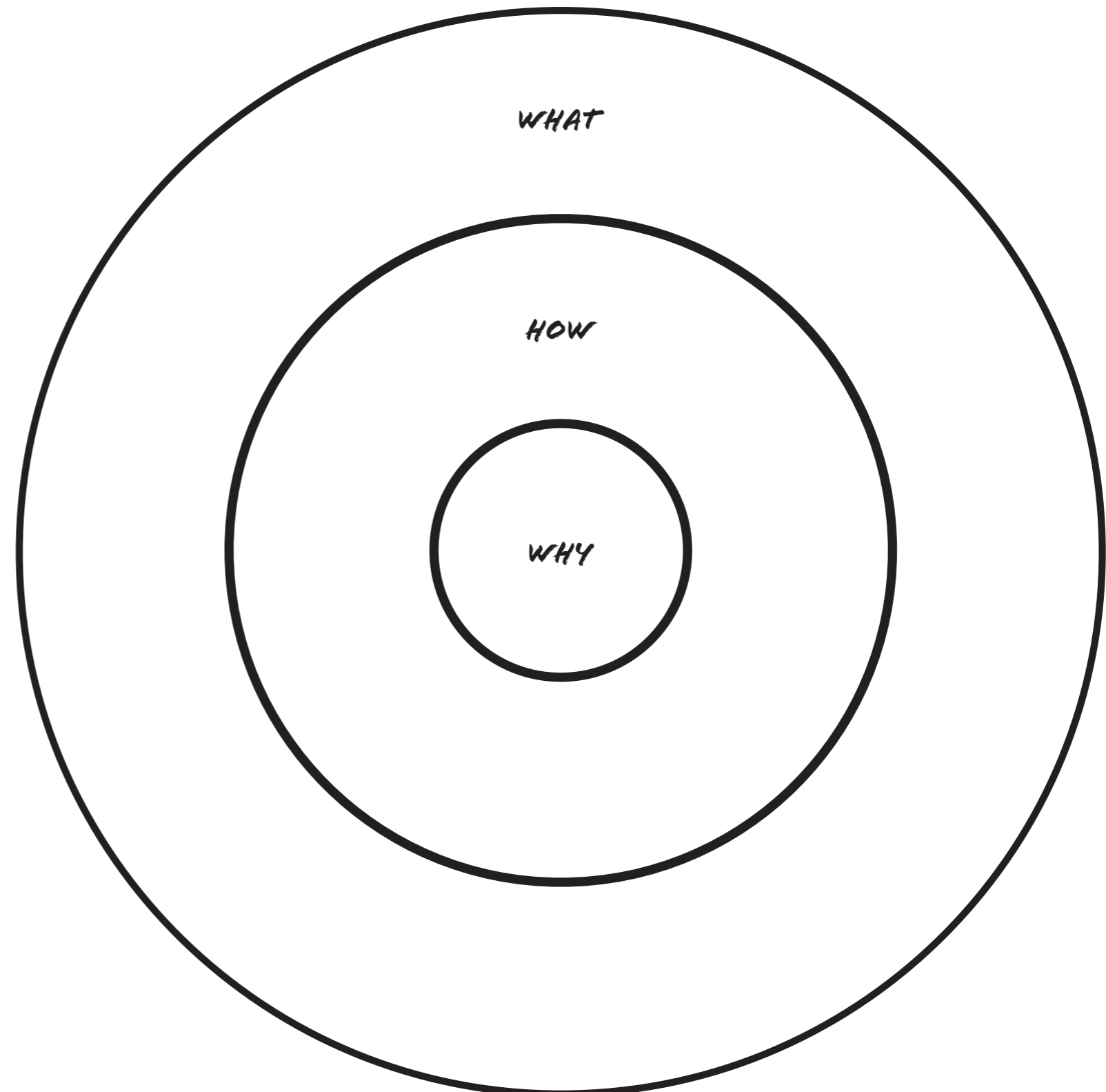
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WHY / HOW / WHAT

WHY DO YOU EXIST?

HOW YOU DO THINGS?

WHAT YOU DO?



# THREE HOUR BRAND PLAN

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TOP THREE VALUES

KEYSTONE VALUE

VALUE TWO

VALUE THREE

# THREE HOUR BRAND PLAN

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TOP THREE AUDIENCES

*CORE AUDIENCE*

*AUDIENCE TWO*

*AUDIENCE THREE*

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## BRAND PERSONA

<i>FRIENDLY</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<i>AUTHORITATIVE</i>
<i>INNOVATIVE</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<i>CLASSIC</i>
<i>PLAYFUL</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<i>SERIOUS</i>
<i>MASS APPEAL</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<i>NICHE</i>

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## COMPETITIVE LANDSCAPE

