



BRAND CONCEPT
[YOUR PROJECT NAME]

This initial slide provides an overview of your brand concept. The slides have been sectioned into four categories; Introduction, Creative Development, Potential Actions and Roadmap.

1. Introduction

- a) Business Overview
- b) Project Overview
- c) Features
- d) Target Markets

2. Creative Development

- a) Unique Qualities
- b) SWOT Analysis
- c) Project Associations
- d) Emotional Resonance
- e) Slogans
- f) The Core Message

3. Potential Actions

- a) Phase 1
 - Placeholder Action
- b) Phase 2
 - Placeholder Action
- c) Phase 3
 - Placeholder Action

4. Roadmap

- a) Milestones
- b) KPI Goals 2016

BUSINESS OVERVIEW

This opening slide is intended to provide the key facts on your project. Please note: ZALMAH treats a project launch as a multi-tiered event with at least three phases.

Developer:

Publisher:

Genre:

Technology:

Platforms:

Language(s):

Launch Date(s):

- Phase 1:
- Phase 2:
- Phase 3:

Website: XYZ.com

Facebook: /XYZ

Twitter: /XYZ

Key Features:

- Placeholder
- Placeholder
- Placeholder
- Placeholder
- Placeholder

Monetization:

PROJECT OVERVIEW

This slide is intended to provide an overview of your project. It is your main description for future communications and your PR boilerplate. Include at least a few key facts.

Use this space to provide an introduction to your project.

Explain key features and provide a boilerplate text that can be used for future communications.

Aim to include some facts such as your estimated launch/release date.

This slide provides an overview of your project's features.

Placeholder

- Use this space to provide a description of one of your project features. Use this space to provide a description of one of your project features.

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Placeholder

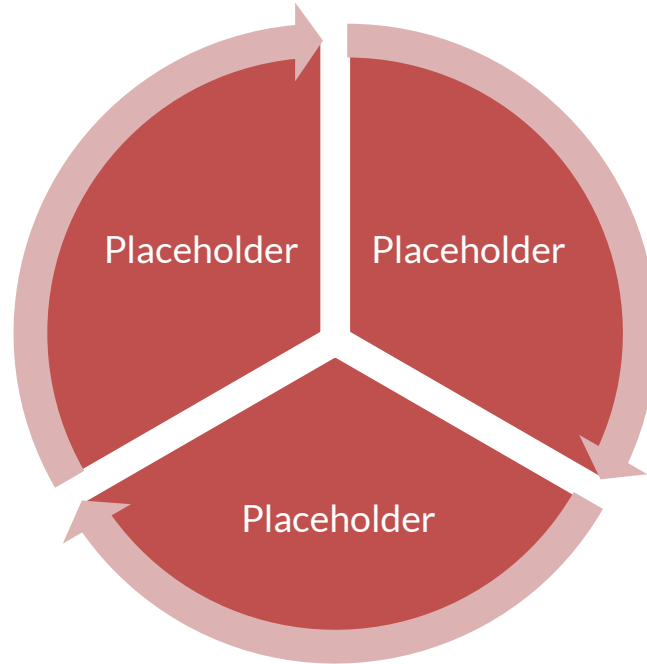
- Use this space to provide a description of one of your project features. Use this space to provide a description of one of your project features.

Define the audience you are intending to reach. It should neither be too vague or too specific.

- **Primary Demographic:**
- **Secondary Demographic:**
- **Opportunistic Demographics:**
 - Placeholder – An audience outside of your primary and secondary demographics.
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UNIQUE QUALITIES

Determine THREE qualities that make your project unique.



SWOT ANALYSIS

Think about what you are offering, and how it may help or hinder your success. Be aware of other products on the market. Try to be direct and honest in the assessment.

Strengths

- Placeholder for areas in which your project is able to excel.

Weaknesses

- Placeholder for points where your project could improve.

Opportunities

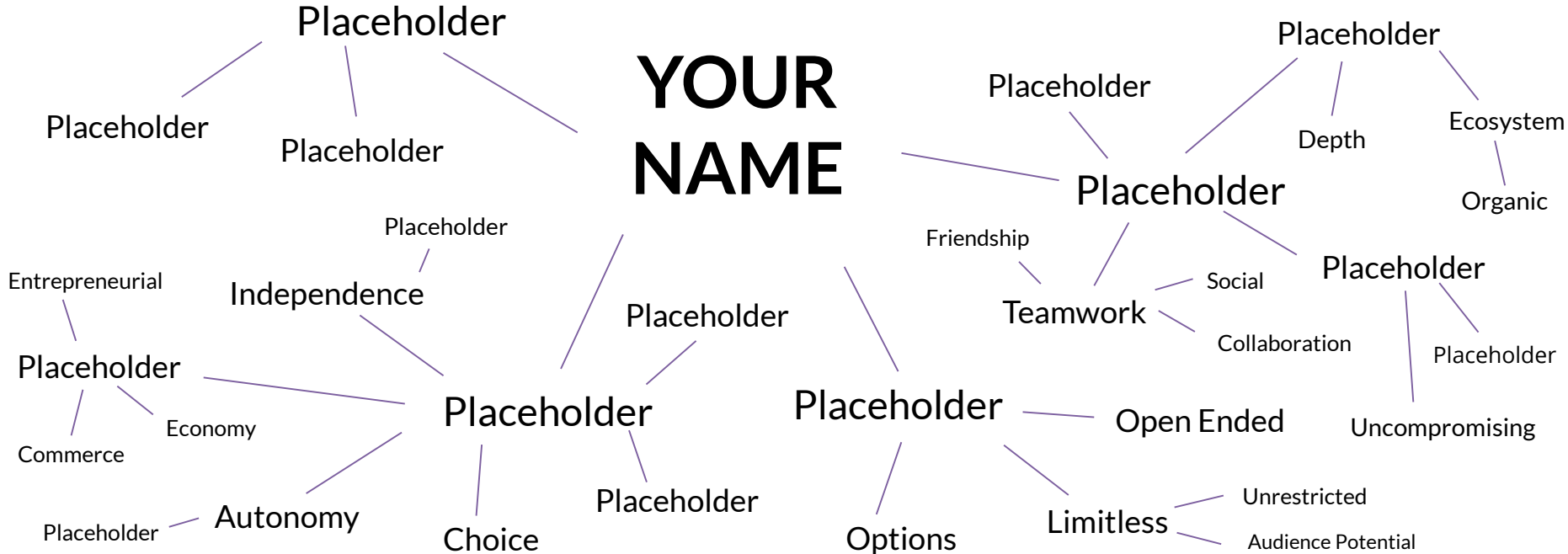
- Placeholder for areas where your project has opportunities.

Threats

- Placeholder for external challenges your project may face.

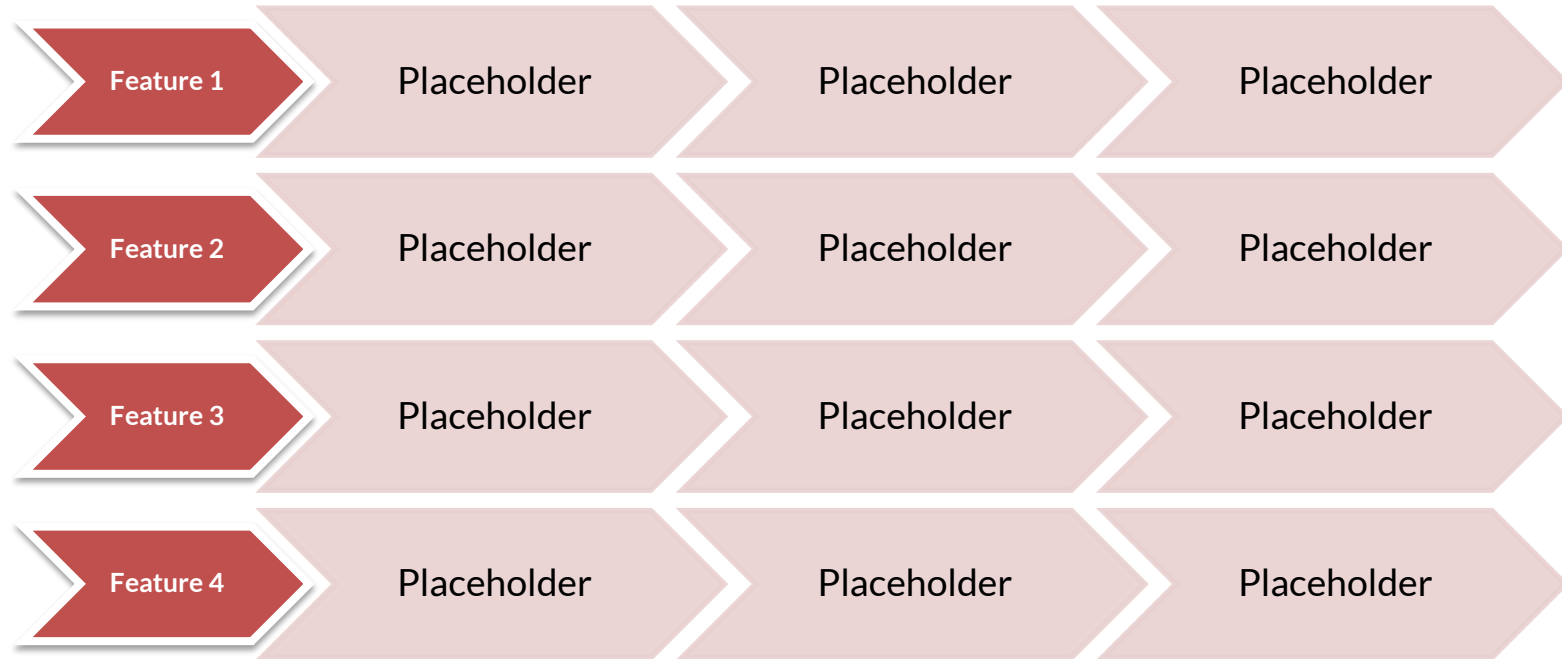
PROJECT ASSOCIATIONS

This is a brainstorm where main themes related to your project are expanded upon. Begin thinking about what you represent to your audience and how you will inspire them.



EMOTIONAL RESONANCE

This is the next step of your creative journey. Take the core features of what you are offering (documented in slide 05) and think about how they will resonate with your audience, emotionally.



SLOGANS

Now you know how you want your audience to feel - it is time to write short, simple statements that define your project and inspire your audience to take action.

PLACEHOLDER

PLACEHOLDER

PLACEHOLDER,
PLACEHOLDER

VERB, SUBJECT,
OBJECT

UNLEASH YOUR
POTENTIAL

TAKE ACTION

CHOICE.
CREATIVITY.
COLLABORATION.

Now you know what your project represents, it is time to pick your best slogan. It could also be a good opportunity to include a short statement, explaining the idea behind your message.

Placeholder explanation text. Placeholder explanation text.
Placeholder explanation text. Placeholder explanation text.

SLOGAN

ABSTRACT GOALS

It's time to think about ABSTRACT GOALS. What are you trying to achieve? How do you want your audience to take notice? What is the intent behind your message?

Phase 1

- Placeholder goal
- Placeholder goal
- Placeholder goal
- Placeholder goal
- Placeholder goal

Phase 2

- Placeholder goal
- Placeholder goal
- Placeholder goal
- Placeholder goal
- Placeholder goal

Phase 3

- Placeholder goal
- Placeholder goal
- Placeholder goal
- Placeholder goal
- Placeholder goal

SUSTAINED CONTENT (all phases)

- Continuous activity across ALL platforms;
 - Website, Facebook, Twitter, YouTube, Reddit, Google+

CONCRETE ACTIONS

It's time to think about CONCRETE ACTIONS. What events will you organize? What content are you planning to publish? How will you increase visibility?

Phase 1	Phase 2	Phase 3
<ul style="list-style-type: none">Placeholder goal	<ul style="list-style-type: none">Placeholder goal	<ul style="list-style-type: none">Placeholder goal
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EXAMPLE ACTION

It's time to outline an action/event/partnership or content series that you wish to pursue.
Use this slide to define a definite action.

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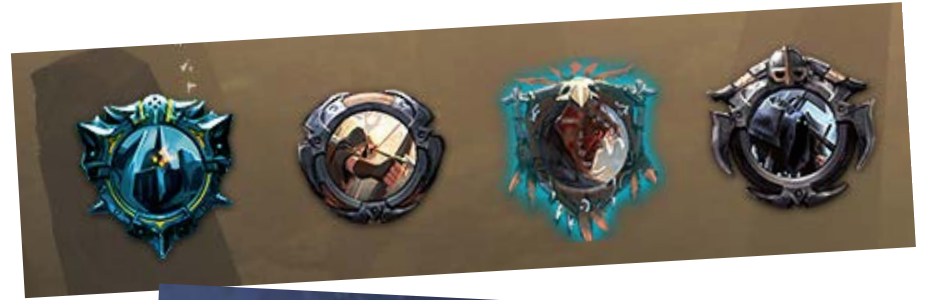
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KPI GOALS 2016

Translate your message, goals and actions into numbers. Write down concrete numerical values of what you are aiming to achieve with your project – in content frequency and visibility.

Creator Updates:

- TBA

Video Assets:

- TBA

Public Relations:

- TBA

Social Media & Community:

- Facebook Likes: TBA
- Twitter Followers: TBA
- YouTube Subscribers: TBA
- Google+: TBA

Monetization:

- TBA

Live Events:

- TBA

Web:

- TBA

Newsletters:

- TBA



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