



Project: _____ Job #: _____

Today's Date: _____ Due Date: _____

Brand Manager: _____ Partner: _____

Budget: _____

Audience(s): _____

Objective(s): _____

STRATEGIC PILLARS *(Check all that apply)*

One or more of our strategic pillars should come through in the content we create.

- Values Based and Data Driven
- Global and/or Experiential
- Entrepreneurial and Innovative

TONE – Verbal *(Check all that apply)*

Choosing specific personality traits of the Olin brand to highlight will help you communicate with a consistent voice.

- DRIVEN
- PERSONAL
- COURAGEOUS
- UNWAVERING
- CONFIDENT
- BALANCED
- CONSCIENTIOUS

TONE – Visual *(Plot a spot along the line)*

Our brand can flex in many directions depending on what's right for the audience. Choose the balance for your communication.



Key Message (be brief):

Proof of Message:

Call to Action:

Additional Considerations:

- Digital
- Social

The Details

Deliverables:

Specs:

Content Reference:

Timeline:

Creative Team: