LAUNCH A FOOD OR BEVERAGE BRANDING

That Lays Out the Whole Plan, Nails Your Vision, and Unlocks Your Team's Creative Potential.

SLAP™

Background

Gather all background information
by working through the following points:

☐ Describe the brand

☐ Describe the product, including SWOT
(strengths, weaknesses, opportunities,
and threats) analysis

☐ Review any existing research, reports,
or other documents that can help
understand the situation

Overview

Give an overview of the project
by working through the following points:

- [ ] Define the project

- [ ] Define the deliverables

- [ ] Explain why is the project necessary

- [ ] Identify the opportunity

Drivers

Outline the project's drivers
by working through the following points:

- [ ] Define the goal of this project

- [ ] List down what we want to achieve

- [ ] Explain the purpose of our work

- [ ] Identify the top three objectives

Audience

Define the audience by working through
the following points:

- Identify the target audience

- Analyze their perception of our brand

- Explain why they should care
  about our message

Competition

Analyze the competition by working through the following points:

- Identify the competition

- Analyze what they are telling the audience that we should

- Conduct SWOT analysis of the competition

- Highlight what sets us apart from the competition

Message

Develop the project's message
by working through the following points:

- [ ] Define the key message
for this project

- [ ] Identify if the words have been
developed or need to be developed

- [ ] Explain what we want the audience to
take away from this message

Tone & Voice

Determine the tone of the project
by working through the following points:

- Define the communication tone
  for this project

- Choose adjectives that describe
  the feeling or approach

Step 8

Visuals

Discuss the visuals by working through
the following points:

☐ Determine if new visuals
need to be created

☐ Identify the deliverables
(Photos, Graphics, Illustrations)

☐ Explain why these visuals
have been chosen

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Project Framework

Include all specific details by
working through the following points:

- Identify mandatory or legal
  information that must be included

- List all deliverables
  for this project

- Explain in detail any relevant
  preconceived ideas

- Define the format parameters
  for the deliverables and other results

- Mention any limitations
  or restrictions

- Set timeline, schedule,
  and budget

Teams & Communication

Clarify the project's stakeholders
and the channel of communication:

- Identify who we are
  reporting to on all teams

- Determine who exactly
  will approve this work

- Mention who needs to be informed
  of our progress and how

- Define the means of communication
  as well as the channel and tools