



PARTY IDENTITY AND MESSAGING STRATEGY TEMPLATE

1. Party Name

- **Name of Party:**
(Suggested name: *The People's Progress Party - PPP*)

2. Core Values and Vision

- **Core Values:**
(List 3-5 key values that your party stands for, e.g., economic justice, environmental sustainability, transparency, equality)
- **Vision Statement:**
(Briefly describe your party's long-term vision for the country. What changes do you want to see as a result of your party's policies and actions?)

3. Target Audience

- **Primary Demographics:**
(Who are the key voter groups your party is aiming to represent? E.g., urban youth, working-class citizens, environmentalists)
- **Key Issues for the Audience:**
(Identify the most important issues to your target audience. These should align with your party's goals, e.g., climate change, wealth inequality, anti-corruption)

4. Key Messages

- **Message 1:**
(A clear and concise statement of your party's position on economic reform. E.g., "Fair wages for a fair society: We fight for economic justice and a balanced economy that benefits everyone.")
- **Message 2:**
(A message centered around climate action. E.g., "A sustainable future: We are committed to aggressive climate policies that protect our environment and secure a better world for future generations.")
- **Message 3:**
(A message on anti-corruption and transparency. E.g., "Restoring trust: Our party stands for clean governance, transparency, and accountability in every level of government.")



5. Tone and Style

- **Tone of Communication:**
(Describe the tone that your party will use in its communications. E.g., hopeful, assertive, inclusive, straightforward)
- **Language Style:**
(Describe the style of language you will use. E.g., conversational, direct, formal, informal, youth-friendly)

6. Visual Branding Ideas

- **Logo Concept:**
(Describe your logo ideas or provide a brief sketch of how it should represent the party's identity. E.g., a green leaf and handshake to symbolize both environmental commitment and collaboration.)
- **Color Scheme:**
(Propose a color palette that reflects your party's values. E.g., green for sustainability, blue for trust and transparency, orange for progress.)
- **Other Visual Elements:**
(Any other consistent design elements, like font styles or graphic symbols, that should be part of your party's identity.)

7. Communication Channels

- **Primary Platforms:**
(Identify the main platforms where your party will engage with the public. E.g., social media like Instagram and TikTok for younger voters, town hall meetings, community events, radio, etc.)
- **Engagement Tactics:**
(Outline how your party will engage with voters through these platforms. E.g., live-streaming events, creating shareable infographics, grassroots door-to-door campaigns.)

8. Summary of Strategy

- **Final Cohesive Statement:**
(Summarize your party's identity and messaging strategy in 2-3 sentences. How do all of the above elements come together to create a unified and compelling party identity?)