

The 14 decisions behind every brand plan, mapped onto one Compass.

A navigation framework for SEA brand planning, by Vase.ai.

We built **The Brand Plan Compass** from working with hundreds of SEA brand teams. Every brand plan moves through the same **4 stages** and **answers the same 14 decisions**.

Brand-side, that's a planning cycle. Agency-side, those same 14 show up as the briefs you receive, the pitches you fight for, and the contracts you renew across your client roster all year. Same Compass. Two ways to read it.

Methodology grounded in the work of Romaniuk, Sharp, Keller, and Binet & Field.



Each decision maps to a research study that answers it

Which of these are on your plate for 2026 or 2027?

Turn the page and tick the ones you're facing.

The 14 decisions every client brief eventually asks.

Each decision, the research play that answers it, and the cost of guessing. Tick the boxes that match your year.

01 PITCH

Agency-side: the "how do we win the pitch" decisions

- ☐ 01 How is our client's brand actually performing in the category, and what's the angle that wins our next pitch or renewal? ANSWER BY → [Brand Health Tracker](#)
- ☐ 02 Who's actually buying our client's brand, how and on what occasions do they really use it, and who's slipping away that our next campaign can win back? ANSWER BY → [Buyer Profile + Usage & Attitudes](#)
- ☐ 03 What's stopping the buyer we want, and what's the campaign idea that breaks the barrier? ANSWER BY → [Barriers to Purchase / Non-Buyer Study](#)
- ☐ 04 Why are consumers leaving our client's brand, and what's our recovery plan that justifies the next budget? ANSWER BY → [Switching Drivers Study](#)

▲ Cost of guessing: Build the plan on what you assume is true, and you spend the year fixing a problem you don't have.

02 PLANNING

Agency-side: the "what should we recommend" decisions

- ☐ 05 What positioning can we recommend with confidence, and does our client's sub-brand build the master brand or eat it? ANSWER BY → [Positioning Concept Test + Portfolio Halo](#)
- ☐ 06 Which segment, market or channel should we tell our client to bet on, how big is that opportunity really, and are we the agency that called it right? ANSWER BY → [Segmentation + Opportunity Sizing](#)
- ☐ 07 How do we recommend a pricing move that protects our client's brand and protects our credibility? ANSWER BY → [Pricing Sensitivity Study](#)

▲ Cost of guessing: Bet the year's budget on the wrong position, segment, or price, and everything downstream rides on it.

03 CAMPAIGN DEVELOPMENT

Agency-side: the "will this actually work" decisions

- ☐ 08 Which festive mechanic should we put forward, with the data to back it before our client signs off the brief? ANSWER BY → [Promo Mechanic Test](#)
- ☐ 09 Will the product or SKU concept land with consumers, so we don't get blamed when the campaign underperforms? ANSWER BY → [Concept Test](#)
- ☐ 10 Will the pack design we're recommending beat what's already on shelf, so we win the design fee and the renewal? ANSWER BY → [Pack Design Test](#)
- ☐ 11 Which of our 3 campaign routes do we put forward, so the client picks ours instead of putting it out to another agency? ANSWER BY → [Campaign Pre-test](#)
- ☐ 12 Where is the buyer we want spending time, and where are they actually buying now, so our media plan wins the client's budget? ANSWER BY → [Media Consumption + Path to Purchase](#)

▲ Cost of guessing: Commit production and media money before you know what works, and you find out at retail when it's too late to change.

04 POST-LAUNCH

Agency-side: the "how do we keep this client" decisions

- ☐ 13 Did our campaign move the metrics our client measures us on, so we can defend the work in the next QBR? ANSWER BY → [Brand Lift Study](#)
- ☐ 14 What worked, what flopped, and how do we prove we're worth renewing for another year? ANSWER BY → [Campaign Effectiveness Study](#)

▲ Cost of guessing: Can't tell what worked from what didn't, and next year's plan repeats this year's mistakes on opinion.

Every study on the Compass also gives you a number you can quote in your deck, your pitch and your PR