

## Candidate Brand Intake Form

### Social Media Platforms

Campaign Website

Campaign Facebook Handle

Campaign Twitter Handle

Campaign Instagram Handle

Campaign Tik Tok Handle

Campaign YouTube Channel

### Biography

Candidate's Official Name

Candidate's Nickname(s) (If any and by whom)

Candidate's Family Members Names and Birthdates

Candidate's Pets

Candidate's Date of Birth

Candidate's Place of Birth

Candidate's Hometown (Where candidate grew up)

Candidate's High School, College, and School Mascots

Candidate's Favorite Hobbies, Places to Visit, Food, Movies, and Books?

Candidate's Heroes?

Candidate's Famous/Influential Friends or Supporters? (List at least five names and their contact information.)

Major Milestones in Candidate's Life (First job, sports victory, first apartment, first major purchase, political protest rally, etc. Jot down at least five major milestones.)

### Campaign Brand Basics

Why is the candidate running?

What are three adjectives that describe the candidate?

What are quirks of the candidates?

What is the candidate's personality? (For example: creative, curious, reliable, hardworking, friendly, talkative, trusting, humble, confident, etc.)

What are three adjectives that describe the campaign?

What is the personality of the campaign? (For example: fun, fast-paced, competent, etc.)

What are rituals in the campaign?

Why are people voting for the candidate?

Describe likely voters for the candidate. Who are they? What do they believe in? What is important to them?