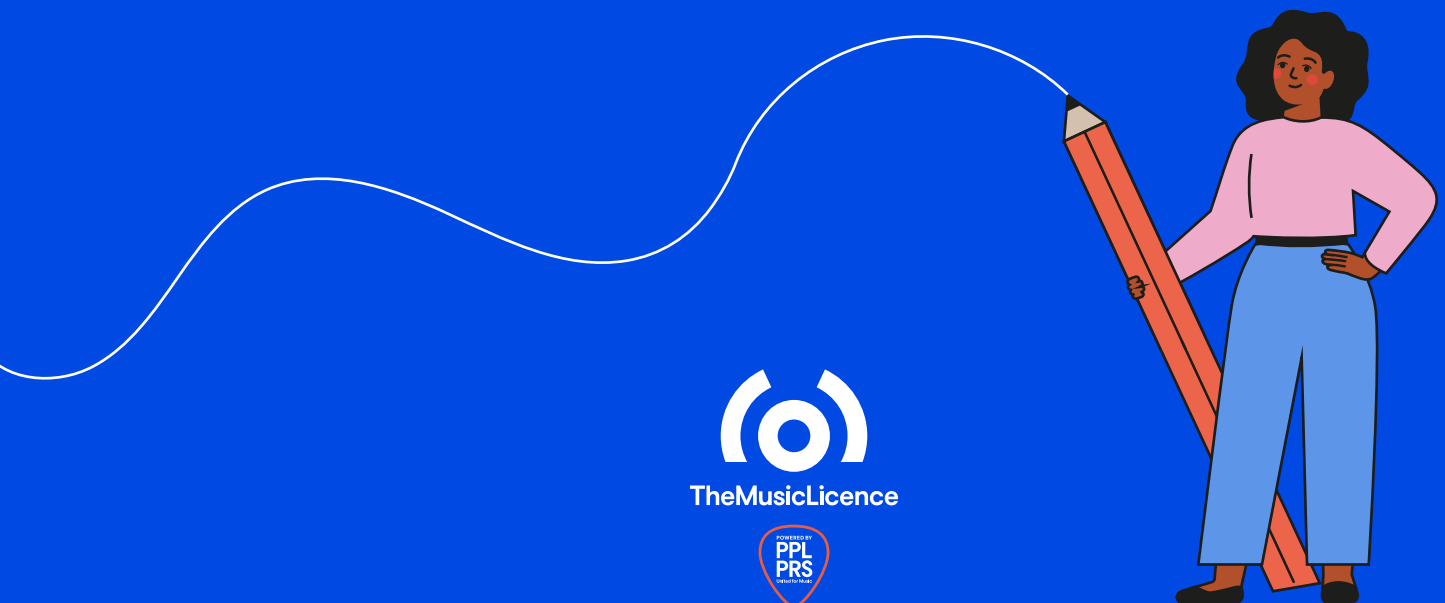


Branding Strategy Checklist

Think through, then jot down, what you'd like your brand to achieve to take it from strength to strength:



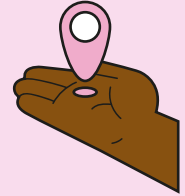
Brand vision: What do you want your brand to be?

Think about what you want your customers to feel and the legacy you want to leave.



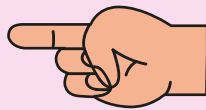
Brand positioning: How will you position your brand for customer awareness?

Think about the market you're entering, plus how you can elevate above competitors and appeal to potential customers.



Brand proposition: How will your target audience perceive your brand?

Think about what sets you apart from the rest and could entice your target audience to choose you.



Brand values: What is the character of your brand?

Think about what's important to you, such as diversity or innovation.

Key messaging: What do you really want your target audience to know about you?

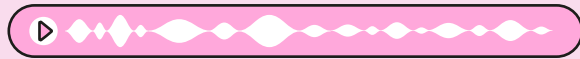
Think about what you'd love to be famous for, above all else. What's your elevator pitch?



Which of these senses have you decided on for your brand?

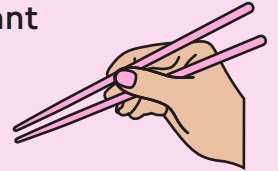
What sound will your target audience identify you by?

Think about whether you want to be associated with a certain genre of music or a recognisable jingle.



Will your brand have a signature taste?

Think about a flavour profile, which is most relevant if you're in the food and drink industry.



What does your brand feel like?

Think about the packaging materials you'll use and how your product might feel. Do you want to create a feeling of luxury or sturdiness / reliability? With the sustainability of brands high on many people's agenda, reflect on your manufacturing partners.



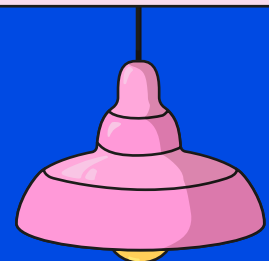
What does your brand smell like?

Think about what your customers will inhale when they walk into your business or open your product.



What does your brand look like?

Think about the lighting, layout and the colours you want customers to associate you with.



Visualise your brand

Imagine your brand as a person, and think about the following questions:

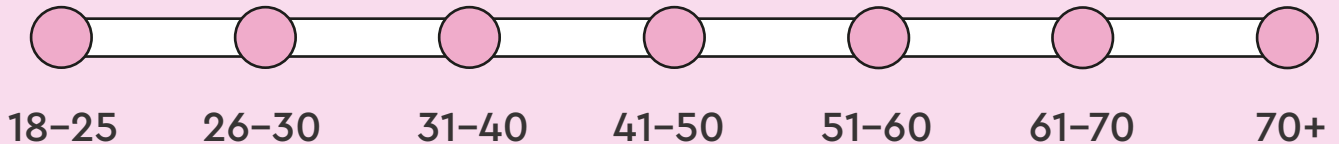
What would your brand wear?



What's your brand's favourite colour?



How old do you imagine your brand to be? Does it reflect your audience's age range?



What brands and / or celebrities would your brand want to be best friends with?

Which musicians would appear on your brand's playlist?

Would your brand *follow* or *set* trends?



Where does your brand read its news?

How would you describe your brand in 3 words?

1 _____

2 _____

3 _____

If your brand had its own TV show, what would be its theme song?

