



# Checklist

What I do and do not know about my brand

## Basic information about the brand

- Brand Name:** I have a clearly defined brand name.
- Brand's Web Domain:** I know the available web domain for the brand.
- Brand Brief:** I have a basic brand brief.

## Services

- Inventory of all brand services:** I have a complete inventory of all brand services.
- Pricing – prices of services/products:** I know the price structure of services/products.
- Availability of services/products and points of sale:** I have information about the availability of services/products and points of sale.

## Recipients

- Who is the brand's recipient – profile:** I have a clearly defined profile of the brand's recipient.
- What do we know about the brand's current recipients:** I have information about the brand's current recipients following interviews with current customers, as well as from observations of the purchasing process.
- Our target group:** I know what target group we want to attract, and I know the offering we can provide.

## Market

- Who is our competition:** I know our competition.
- Competition analysis:** I researched the competition, also including SWOT or a description of the features that we find attractive in the competition's communication.
- Our competitive advantage:** I am aware of our competitive edge.

## Customer Journey

- Stages of customer interaction with the brand:** I have defined stages of customer interaction with the brand and identified areas for improvement.
- Customer touchpoints:** I know the important brand-customer touchpoints and what communication materials are needed.

## Values and Messages

- Key brand values:** I have defined key brand values.
- Value supporting messages:** I know messages that have supported these values so far.

## Communication

- Our message to the target group:** I have specific messages that we want to convey to the target group.
- How we want to communicate (Tone of Voice):** I have defined the tone and style of brand communication.
- Where communication takes place (what media):** I am aware of the media suitable for brand communication.

## Business Goals

- Defined business goals:** I have clearly defined business goals.
- List and schedule of goal-supporting activities:** I know the shortlist and schedule of activities that support goals.
- How will I measure the outcome:** I have a specific method for measuring the effects of activities in line with business goals.