

## The New Brand Checklist

### Getting the product right:

#### Developing ideas:

- \* Internal brainstorming/synectics/etc.
- \* Market-based – gap analysis, creative consumer research, trend analysis, scenario-building, Delphi-type, expert techniques, (online) conjoint analysis, etc.

#### Screening ideas:

- \* Which ones are possibilities?
- \* Internal checklists – criteria for success?
- \* Product testing – concepts, sensory testing, user trials, beta testing, pack/design tests, sales prediction?

### Getting the planning right:

Segmentation

Targeting

Positioning

Planning

Contingency:

### Getting the branding right:

#### Naming:

- \* Name generation?
- \* Name screening?
- \* Name research?
- \* Name registration?

#### Positioning:

- \* Positioning principles – unique, relevant, competitive.
- \* Ways to define a positioning – competitive analysis, consumer focus, rational plus emotional.

#### Identity:

- \* Name, logo, colour, shape, etc.?
- \* Country of origin?
- \* Key associations?
- \* Personality/character?
- \* Market relevance?
- \* Distinctiveness?

#### Proposition:

- \* Defining the category, or uniquely identifying the brand?
- \* Consumer value/benefit?
- \* Competitive strength?
- \* Differentiation?



**Launch Engineering**  
Part art. Part science.

- \* Avoiding imitation?
- \* Pricing policy?

**Marketing a new brand:**

Setting targets/objectives:

- \* Recognise limitations of research-based sales forecasts?
- \* Simulated test markets?
- \* Realistic appraisal?

Marketing to the trade/distributors:

- \* Picking the right channels?
- \* Motivating retailers?
- \* Exploiting research findings?
- \* Exploiting the marketing plan?
- \* Launch promotions?
- \* Cannibalisation? By who or what brand?

Marketing to consumers:

- \* Launch only, or launch plus follow-up?
- \* How to maximise initial trial – awareness (media advertising plus PR, etc)?
- \* Sampling?
- \* Fast marketing?
- \* Launch promotion?

**Monitoring progress:**

- \* What's the available and essential research?
- \* Awareness?
- \* Trial?
- \* Repurchase (where relevant)?
- \* Brand image measures?
- \* Brand commitment measures?

