

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?

