

Will it Fly?® Checklist

Module: Brand Strategy

Section: Brand Equity

Section Objective: To ensure you have a complete understanding of the value of brand equity.

- Have you determined the associations made with the brand name, both tangible and intangible?
- Is your brand represented by a symbol/logo, along with a slogan/tagline?
- Do you know if your brand has strong customer loyalty?
- Have you built on your brand equity to establish strong brand awareness?
- Do you have valuable relationships associated with your brand?
- Have you discovered specifically how much owning your brand is worth to your customers (the perceived value)?
- Have you taken all necessary legal precautions to protect your equity (names, logos, symbols, etc.) through trademarks and patents?
- Have you determined how much more the consumer will pay for your brand name alone (in preference to a generic product)?
- Are you able to use your established brand as a springboard to launch associated, branded products?
- Have you determined the “attitude strength” of your brand (customer expectation of quality)?

GONZBERGAGENCY

See Educational Brief for Brand Equity to learn more.
