

Will it Fly?® Checklist

Module: Brand Strategy

Section: Objectives

Section Objective: To ensure you develop objectives for the brand strategy.

- Do your brand marketing objectives reflect the objectives and messaging in your overall marketing plan?
- Does your customer perceive your brand as unique, quality-driven, and having a distinct personality?
- Have you positioned and differentiated your brand through both visual imagery and message?
- Does your brand strategy have a long-term view that includes consistency of exposure, message, and quality?

See Educational Brief for Objectives to learn more.
