Branding Decision Checklist

BERSON | DEAN | STEVENS INC

Use this checklist before you approve a brand or campaign direction.
Record the evidence, the reason for your choice, and the test plan.

Project or concept _____ **Review date** _____

Evidence

- [ ] **We identified a customer need and recorded the source.** Use interviews, sales records, or support requests from the target audience.
- [ ] **We compared the claims customers see from competitors.** Record common claims and the claims your company can support with proof.

Sources and open questions _____

Creative Judgment

- [ ] **We can support our positioning with specific proof.** Name the benefit customers value and the proof that supports it.
- [ ] **The words and visuals make the benefit clear.** Show the concept next to competitors' work. Record what people recognize.

Reason for the choice _____

Validation

- [ ] **We recorded which assumptions to test.** Name the audience, the concept to test, and the option to compare it with.
- [ ] **We set the success measure before the test.** Set a target for message recall, correct brand recognition, or qualified inquiries.

Measure and target _____

Decision ☐ Approve ☐ Revise ☐ Test before approval

Next action and owner _____