

BUILD AN UNFORGETTABLE BRAND CHECKLIST

This product branding checklist has been created by WrightObara. It is drawn from our extensive experience working with some of the world's largest brands.

It's important that your product branding complements your product. For example: high-end materials and detailing on your product should be complemented with a sophisticated, premium brand. Natural organic ingredients in your product would compliment an eco-friendly brand look and feel.



YOUR PRODUCT

POSITIONING

- Are you going to be high-end, mass market or budget?
 - If you were a car, what car would you be?
 - If you were a supermarket, what supermarket would you be?
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PRODUCT NAME

- Keep it brief, appropriate, easy to pronounce, extendable and likeable.
 - Does the name reflect your key product benefits?
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COLOUR

- Have you defined a brand colour palette?
 - Pick one or two primary colours and up-to three secondary / complimentary colours.
 - Choose colours that evoke specific emotions.
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LOGO

- What colours, font and iconography are you going to use?
 - Does it have meaning?
 - Do you utilise white space?
 - Is it unique?
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YOUR PRODUCT

FONTS / TYPOGRAPHY

- Does your font complement your brand?
 - Are you big and bold, minimalist modern, stylish and sophisticated or casual and creative?
 - Serif fonts are generally more classical, San serif are modern and clean, Bold give authority and gravity, and Script fonts are suited to a more casual or natural look.
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TONE OF VOICE

- Does your tone of voice match your brand?
 - Are you the voice of authority, fun and energetic or a chatty friend?
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MESSAGING

- How will you communicate the features and benefits?
 - Keep your key messages to a maximum of three simple sentences.
 - Ensure the messaging communicates your USP and speaks to your buyer persona(s).
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YOUR MARKETING COLLATERAL

HIGH-QUALITY PRODUCT IMAGES

- Take high-res professional photographs of your product or prototype or use high-quality photo-realistic 3D renders to use in all your branded marketing material.
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BROCHURES, FLYERS, POSTERS

- Must clearly explain features and benefits in a simple and engaging way.
 - Brochures can be shared at trade exhibitions, sent in mail after sales enquiries or left behind after sales meetings.
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WEBSITE / SOCIAL MEDIA IMAGES

- What social media platforms are you going to market through: Instagram, Facebook, Twitter, Pinterest, LinkedIn?
 - Do you need a profile image and a cover image?
 - Are you creating branded posts such as quotes?
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PACKAGING

- Should reflect your overall branding.
 - Consider colours, shape, material, fonts and messaging.
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YOUR MARKETING COLLATERAL

PRODUCT SELL-IN PRESENTATION

- If you want retailers to range your products, you'll need to convince them with a highly visual, informative and exciting brand presentation.
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PRODUCT VIDEOS

- Increase your chance of sell-in to retailers with a short, creative video highlighting the features and benefits and showcasing your design.
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POS DISPLAY DESIGN

- Give the retailers an idea of how the marketing will look in retail stores to improve their product perception.
 - Display stands, posters, shelf-edging, end caps, dummy boxes, floor vinyl graphics and mobiles. All must be creative and reflect your brand messaging.
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TRADE SHOW EXHIBITION STAND

- You're going to need an exhibition stand that entices people. Ensure it's original, creative and communicates your messaging simply and clearly.
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YOUR MARKETING COLLATERAL

DIGITAL BANNER ADS

- Are you going to market through Google Display Network? Are you going to have ads on other websites?
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ADVERTISING

- Trade publication advertising:
 - Print ads
 - Digital ads
- Consider social media ads for LinkedIn, Facebook, Instagram etc.

FANCY A CHAT?

Do you have any checklist items uncovered? We're happy to help you build an unforgettable brand. Contact us now for free advice from one of our experts.

No pressure. No obligations. No hassle.

Call us on 020 70 60 2711, or email info@wrightobara.com