

# BRAND IDEA CHECKLIST



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE

## NOTES

☐ **CONGRUENT**

Is it congruent to the Brand Positioning:  
Brand Role/Brand Essence/Personality

☐ **CREATIVE**

Is it Creative and does it inspire Creativity  
within the team and agencies?

☐ **EMOTIONAL**

Does it have the power to elevate your  
Brand to a higher human, social and  
emotional order?

☐ **INSIGHTFUL**

Is it based on insights and communicated  
in language that will connect and resonate  
with the audience?

☐ **DURABLE**

Does it have the durability to inspire many  
stories over time?

