

STORY CHECKLIST



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE

NOTES

☐ **CONGRUENT**

Is it congruent to the Brand in a Bottle,
the Brand Idea and the Job to be Done?
Is it ownable?

☐ **CREATIVE**

Is it so provoking, surprising and bold
that it will cut through?

☐ **EMOTIONAL**

Is it triggering an emotional response?

☐ **INSIGHTFUL**

Does the Story connect the consumer
and the Brand in an insightful way?

☐ **WILL TRAVEL**

Does the Story hold the potential to
be told and retold?

