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*All Lists*

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# WHAT IS YOUR BRAND'S *Reason For Being?*

## C H E C K L I S T

Why does this product or brand exist?

Who is the consumer?

What problem are you solving for the consumer?

How does your brand solve the problem?

Is the solution immediately evident to the consumer?

Does anyone else solve the same problem for the same consumer? Who? How are you different?

Based on your answers above, do you have a unique, consumer-centric reason for being in the market? Consider this rigorously.

If yes, does your unique reason for being come to life across all touchpoints – packaging, website, social, digital marketing?

# Audit

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## C H E C K L I S T

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Visit various grocery stores + take pictures.

Google your category + target retailers.

Create a visual map of the competition.

Look at your competitors websites + messaging.

Document your findings in a visual way to analyze trends + white space.

# BRAND *Strategy* CHECKLIST

Know your target. Be specific.

Distill the singular solution or unique value proposition your product provides to the consumer market.

Craft your brand voice and personality to be authentic and resonate with your target market.

Define your company values.

Create a mood board that captures examples of the visual language that communicates your brand.

# *Naming*

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## C H E C K L I S T

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Does it connect?

Is it memorable?

Is it easy to pronounce?

Does it allow room for growth + diversification?

Can you trademark it?

Does it pass the following screenings?

- Search engine
- Connotation + foreign language

# MOOD

# Board

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## C H E C K L I S T

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Pinterest is your BFF.

Look for color palettes, font styles, design styles (i.e. minimal, illustrative, nostalgic).

Choose examples of packaging, graphics, fonts and artwork that you like (and, that communicates your brand essence).

Note the specific reasons you like the references. Is it a design element, a feeling or an association?

# PACKAGING *Design* CHECKLIST

Visually communicate the brand positioning.

Immediately and intuitively differentiate the brand.

Communicate taste appeal or functional benefits.

Create an emotional connection with the target consumer.

Guide consumer purchase decisions in 7 seconds (or less).

# MECHANICAL *Production* CHECKLIST

Connect with your print vendor and get all the specs (dieline, number of colors, font size requirements, etc)

Lay out the full APL (All Panel Layout) showing the front, back and sides of the package.

Make sure to include: ingredients (with allergy statement), NLEA, distributed by & company info, trademark language, UPC code, instructions or usage suggestions, refrigeration instructions, claims, and any other brand communication you left off the front.

Show the printer a preview and ask them to call out any issues.

Collect any images, fonts, or other linked files the printer may need.

Always review a proof!