

Brand Launch Checklist

You only get one shot at this. Let's get it right!

Where is your business most visible?

How does your organization connect with people?

Prioritize each item:

- 1 - For the initial roll-out (things you MUST have)
- 2 - To be implemented (as time and budget allow)

Company Location

- Logo files and Brand Standards Guide
- Signage
- Internal Office Forms
- Customer Service Forms
- Email Signatures
- Stationery
- Digital Stationery
- Business Cards
- Name Tags
- ID Cards
- Floor Mats/Way-finding
- Window Graphics/Etchings

Design & Printing

- Marketing Collateral
- Brochures
- Sell Sheets
- Presentation Folders
- Rebranding Announcement
- Door Hangers
- Flyers
- Calendars
- Newsletters
- Event Programs
- Press Kits
- Menus
- Manuals/Annual Reports

Advertising Campaigns

- Print Media
- Direct Mail
- Digital Ads
- Outdoor/Transit
- On-line Marketing
- Television
- Point of Purchase

Specialty Items

- Trade Show Exhibits
- Promotional Items
- Vehicle Graphics
- PowerPoint Presentation
- Book Covers
- DVD/CD
- Packaging
- Labels

To Do: Set these two important dates:

Internal Launch _____

External Launch _____

Other

- Sponsorships
- Strategic Partners
- _____

Online / Media

- Website
- Email Newsletter
- Company Email Signatures
- Social Media Pages
- eBooks
- Motion Graphics
- Video Production
- Kinetic Typography
- Digital Sell Sheets and Opt-ins

1. Plan Internal Launch: Equip and inspire your team!

- Order by Date: _____ Business cards, wearables, promo items
- Event Participants: Speakers, Attendees, Special Guests
- Plan Event: Rebranding Reveal, Slogan, Story, Customer Promise

2. Plan External Launch: Tell the world the unique value you bring!

- Prep and schedule digital changeover: Website, social sites, listings
- Prep and schedule notices to build momentum about the rebranding
- Coordinate customer announcements: mailings, emails, on-site

Countdown to Launch

This is an exciting time, enjoy the celebration!

Get it Right!

Avoid common pitfalls of most rebranding projects with *Ready.Brand.Launch.* and *Ready.Brand.Launch. The Workbook*, available in beautiful spiral-bound print and Amazon Kindle.

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