

Native Digital

Brand Messaging Checklist

Use the following questions to rate each of your messaging ideas. Be honest. You may not be able to answer each question well, but an idea that can answer 3-5 questions could be a winner. Challenge yourself to refine your idea until it answers as many questions as possible.

1 Does it open strong?

2 Is it digestible?

3 What emotion does it bring out?

4 Does this help others?

Does it speak to the needs of the audience?

5 Do people feel cool or like insiders talking about it?

6 Is it part of a broader narrative among our audience?

7 How can it become more public?

How will people show they've seen it or interact with it?

8 Does it support the brand position or distract attention away from it?

9 How is it different than competitors' messaging?

Or is it too similar? Can we become known for this?

10 What can we do wrong?

What best practice can we break? What makes it unexpected? What would a competitor never do?
