



BRAND POSITION EVALUATION CRITERIA

1. What is it about your community that is especially meaningful to your target prospects?
2. Is it preemptive? (Are you the first to say it?)
3. Is it proprietary? (Do you own the position?)
4. Can the community deliver? (Is it aligned with the expertise and capabilities of your community?)
5. Is your brand promise aligned with the community's heritage and reputation?
6. Does your brand message have a life? (Can it last for years?)
7. Does it have "legs"? (Does your brand message work internally and externally, in all media forms, with all audience segments?)
8. Does your brand messaging have management support?