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# Brand Strategy Rubric

	20 YES	14 SOMEWHAT	8 NOT REALLY
<b>Positioning Statement</b> <i>student created a well-developed and appropriate brand position for the client</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Audience</b> <i>student defined a targetable, marketable audience for the brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Brand Personality</b> <i>the student established a unique and suitable personality</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Core Attributes</b> <i>the student crafted a list of 3–5 descriptive words to build the foundation of the brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Customer Touchpoints</b> <i>a list that explores a wide array of potential customer touchpoints</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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