Checklist for Brand presentation: Ensure you use the information and language from the hand-outs you were given.

* Logo and slogan
* Mission Statement
* Brand Personality: see hand-outs
* Customer profile (description of target customer)
* Marketing strategy and techniques: Groups not putting together a video a need to hand in a paragraph describing their marketing strategy.
* Description of product or service
* Environmental/sustainability/community policy
* Website or powerpoint (if you are working on your own) which organizes all your information