

BRAND POSITIONING CHECKLIST

01

Healthier, Longer, Better Lives
is our **Purpose**

- ✓ Does your material clearly show our Purpose statement?
- ✓ Does it represent our Purpose: being there every day to support and encourage healthier living?

02

Healthier, Longer, Better Lives is **active** and about constant progress

- ✓ Does your material look and sound active?
- ✓ Does it point towards growth, progress or improvement?

03

Healthier, Longer, Better Lives is **customer-centric**

- ✓ Does your material focus on the customer outcome and helping customers reach it?
- ✓ Does your material use language that resonates with customers?

04

Healthier, Longer, Better Lives is **personal** and different for everyone

- ✓ Is your material personal, inclusive and accepting?
- ✓ Does your material speak to its intended audiences?

05

A **mentor persona** represents our **Purpose**.

- ✓ Does your material embody the essence of a mentor and its core personality traits?
- ✓ Does it remove any elements that are not like a mentor?

06

A mentor has a distinct **personality**

- ✓ Do the mentor personality traits come across in both the look and feel of your material?

07

Our **tone of voice** reflects our role as a mentor

- ✓ Does your material communicate in a mentor's tone of voice?
- ✓ Does it adapt its tone depending on the audience it is speaking to?

08

Our positioning flexes **culturally** across our markets

- ✓ Does your material take into account the cultural insights on applying the positioning in your market?