

RESOURCE 5: BRAND CREATION

Based on the validation of the Positioning Statement with the survey/first customer data base, this now becomes the blueprint for the creation of all the brand's creative advertising and marketing plans and material including:

Brand name	
Packaging	
Advertising	
Website copy	
And any promotional material	

Every form of external messaging needs to be held up to the internal Positioning Statement.

Free logo and landing pages:

- <https://www.fiverr.com/>
- <https://99designs.com.au/>

Free name searches:

- <https://leandomainsearch.com/>
- <http://www.panabee.com/>