

Brand Launch Checklist

Sequence people, assets, channels, suppliers and quality assurance.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / LEADERSHIP ALIGNMENT

Leadership alignment

Evidence, decisions, owners and unresolved questions

NOTES

02 / EMPLOYEE ENABLEMENT

Employee enablement

Evidence, decisions, owners and unresolved questions

NOTES

03 / ASSET PRIORITY

Asset priority

Evidence, decisions, owners and unresolved questions

NOTES

04 / DIGITAL RELEASE

Digital release

Evidence, decisions, owners and unresolved questions

NOTES

05 / SUPPLIER READINESS

Supplier readiness

Evidence, decisions, owners and unresolved questions

NOTES

06 / PUBLIC COMMUNICATION

Public communication

Evidence, decisions, owners and unresolved questions

NOTES

07 / POST-LAUNCH AUDIT

Post-launch audit

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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