



# Premium Brand Merchandising Checklist

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## ○ Know Your Brand

Having a clear understanding of your brand identity is extremely beneficial for the way you approach your brand merchandise.

Whether you consider yourself a lifestyle brand, or purely utilitarian, or what-have-you, the items you offer should be a reflection of the ethos of your brand.

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## ○ Know Your Audience

Identifying your target audience will help guide the type of merchandise you offer.

Are you trying to connect with C-suite executives or millennial consumers? Is your merchandise for internal employees or outside customers? When selecting items, it is important to keep in mind which pieces will enhance the lives of your end recipients.

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## ○ Know Your Project's Goals

Defining the purpose of your campaign and the goals you are trying to achieve is a key element.

Is the goal to increase brand recognition, or to drive consumer engagement? Approach your apparel or product line with the mentality that the design of your merchandise is the medium to achieve your end goals.

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## ○ Know Your Budget

Establishing your budget upfront will help set realistic expectations when searching for options for your merchandise.

If you are playing with a low budget, looking for large quantities of cheap items, catalogues will be your best bet. Whereas, when you are looking to invest a larger budget in merchandise that will yield positive results, working with an agency to curate truly custom pieces will bring the most value. Having a number in mind will set the stage for a seamless process.

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