

Appendix: Fazer Evaluation Criteria

Criteria	Questions to be asked
Strong branding	<ul style="list-style-type: none"> • Is there a strong brand identification? • Does the logo stand out (size, contrast, central position)? • Identifies from any side (front, back, side, top)?
Differentiation from competition	<ul style="list-style-type: none"> • Does it stand out from competition? • Is the design easily recognizable? • Are we really unique?
Sell the brand in shop Display values Easy to understand the first time	<ul style="list-style-type: none"> • Does it draw attention from long distance? • Does it look attractive on close distance? • Does it put forward the right arguments for being the best choice? • Does it work well in mass display? • Does it stand out on the shelf? • Does it add value to the brand? • Does the front give the necessary information? • Are there too many elements? Is there a good balance in the design? • Does the front contain the brand name, a product description and a brand promise (- illustration)?
Fits the positioning	<ul style="list-style-type: none"> • Is the design in line with brand positioning? • Does it enhance the same ideas and values as the advertising? • Does the design use the same expressions as in the advertising?
Category appeal	<ul style="list-style-type: none"> • Does it appeal to your appetite, make your mouth water? • Does it have the top quality photography?
Particular demands on an umbrella brand	<ul style="list-style-type: none"> • Does it have the right balance between umbrella / sub brand / brand descriptor? • Do all variants belong to the same family? • Is the umbrella name well integrated in the design – or does it stand alone? • Which part of the name is most important (umbrella, sub-brand or other)?