

# Mayo's Brand Distinctiveness Checklist

See how your brand stacks up against Mayo's distinctiveness markers. If you're not ticking boxes, get in touch and we'll show you how your brand can cut through online.

- I have a clear brand purpose that is threaded throughout my website and digital footprint 
- My brand communicates our values and emotionally connects with our audience 
- All communication from my brand is directly addressing my audience and is consistent across all assets and platforms 
- My website clearly communicates our offering and why the audience should care within the first 10 seconds of landing on the homepage 
- I have a memorable brand with a logo, colours, a brand story, a tagline, a branded website, characters or influencers that all align 
- My brand has a strong following that people are proud to support and share online/offline 
- My brand is easy to remember, grabs the attention of my target audience and triggers instinctual responses (an instant wow, cool, yes!!) 



Keen to get started on your new brand, or need to revamp your digital assets to pop online? Drop us an email at [hello@yo-mayo.com](mailto:hello@yo-mayo.com) or visit [www.yo-mayo.com](http://www.yo-mayo.com)

