|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not Provided | Good | Better | Best |
| Branding choices are provided. |  |  |  |  |
| Rationale for branding is explained and tied to the target group. |  |  |  |  |
| Objectives are clear and tied to the branding. |  |  |  |  |
| Tactics are labeled as moderate or radical. |  |  |  |  |
| Explanation of how tactics meet objectives is provided. |  |  |  |  |
| Most effective tactic is identified and rationale is provided. |  |  |  |  |

Comments: