Step 2: Select Measurement Tools / Goals
<table>
<thead>
<tr>
<th>Activity:</th>
<th>Awareness:</th>
<th>Engagement:</th>
<th>Sentiment:</th>
<th>Advocacy:</th>
<th>Conversion:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the number of campaign outputs per month?</td>
<td>Are target audiences aware of Quality Rated?</td>
<td>Are target audiences taking action to stay connected to our campaign?</td>
<td>Are target audiences positive or negative about us?</td>
<td>Are key groups and influencers actively promoting us?</td>
<td>Are target audiences using the Quality Rated tool?</td>
</tr>
</tbody>
</table>
Step 3: Decide on Your Desired Brand (Images + Messaging)
Questions to answer while identifying your brand

What are the current perceptions/reputations of our QRIS?

Who should the campaign target?

What geographic locations should the campaign target first?

What aspects of our QRIS are confusing/need to be made clearer?

What are the messages about our QRIS that need to be shared?
Option 1: the words “Child Care” in brown

Option 2: the words “Child Care” in green
Georgia’s QRIS: Quality Rated Child Care
Quality Rated is a free, online tool where Georgia parents and families can find information on quality child care programs in their area that have been evaluated by independent experts—regardless of what type of program they prefer, whether at a home, a preschool at a center or a program at a school.
QualityRated.org

Finding quality child care doesn't have to be a mystery.

Quality Rated rates Georgia programs so you can feel more confident in your choice.

Find high quality child care or Pre-K programs near you.