

Three lessons "Karens" can teach brands....

"Karen" has clear, recognizable brand assets

"Karen"

(the name itself)

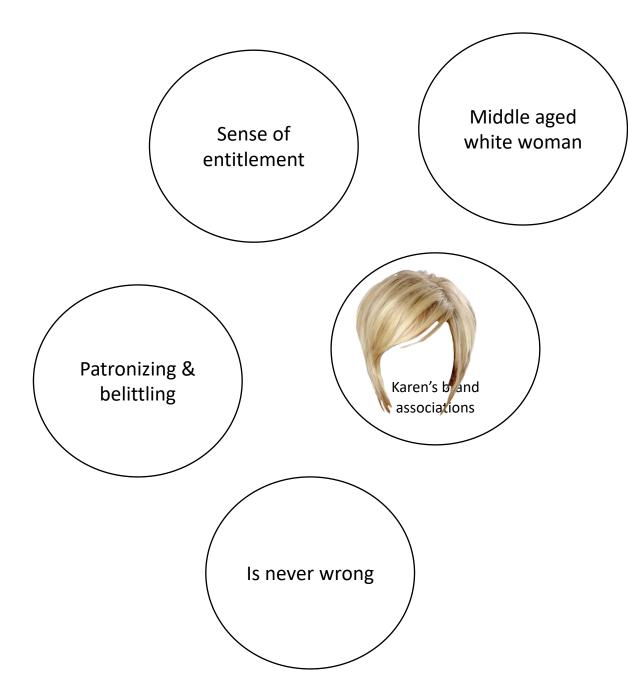


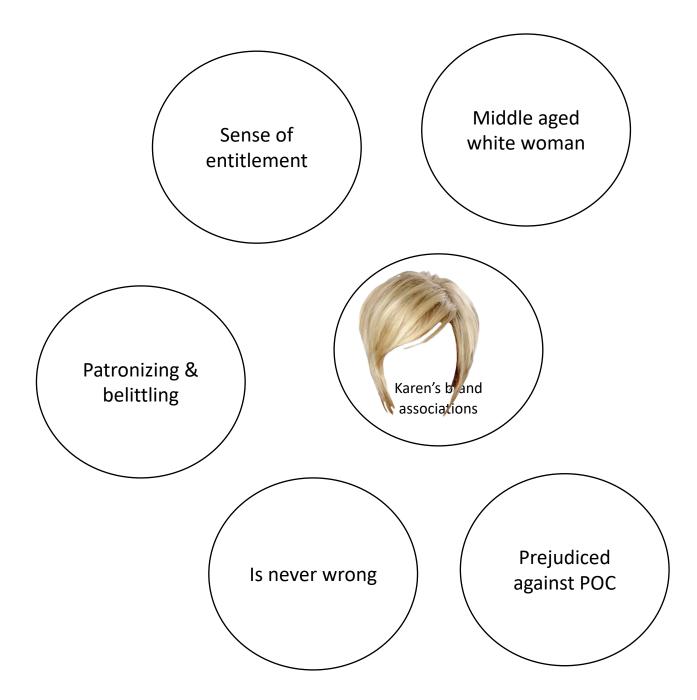
These assets trigger and act as gateways to a set of clear associations





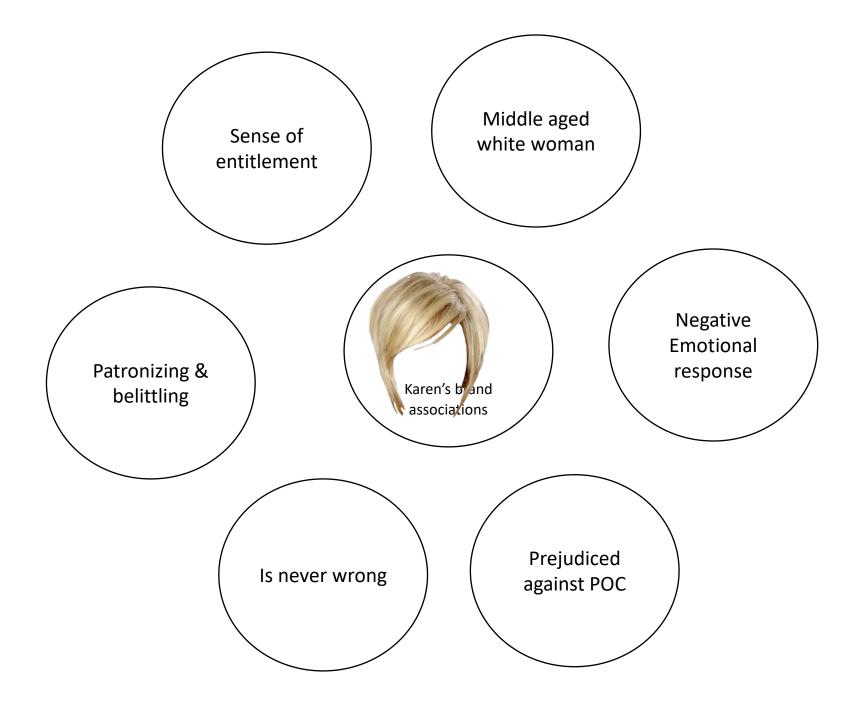






These associations trigger a strong emotional response

(negative in this this case)



The 3 lessons for brands.....

(In form of questions)

1. Does your brand have distinctive brand assets?

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2. Do these assets act as gateways to a clear set of associations?

1. Does your brand have distinctive brand assets?

2. Do these assets act as gateways to a clear set of associations?

3. Do these associations elicit a strong (positive) emotional response?

p.s.: I apologize if your real name is Karen. Obviously, this post isn't about you https://first-the-trousers.com/brand-positioning-fundamentals/