



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

Middle aged  
white woman



Sense of  
entitlement

Middle aged  
white woman



Karen's brand  
associations

Sense of  
entitlement

Middle aged  
white woman

Patronizing &  
belittling



Karen's brand  
associations

Sense of entitlement

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Is never wrong

Sense of entitlement

Middle aged white woman

Patronizing & belittling



Is never wrong

Prejudiced against POC



These associations trigger a strong  
emotional response

(negative in this case)

Sense of entitlement

Middle aged white woman

Patronizing & belittling



Karen's brand associations

Negative Emotional response

Is never wrong

Prejudiced against POC

# 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/>