Three lessons "Karens" can teach brands….

# "Karen" has clear, recognizable brand assets

## "Karen"

(the name itself)
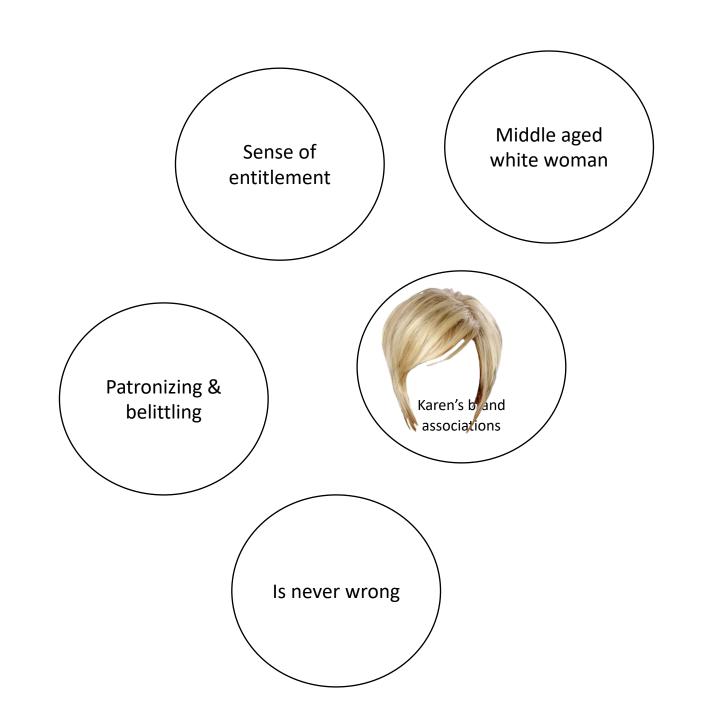
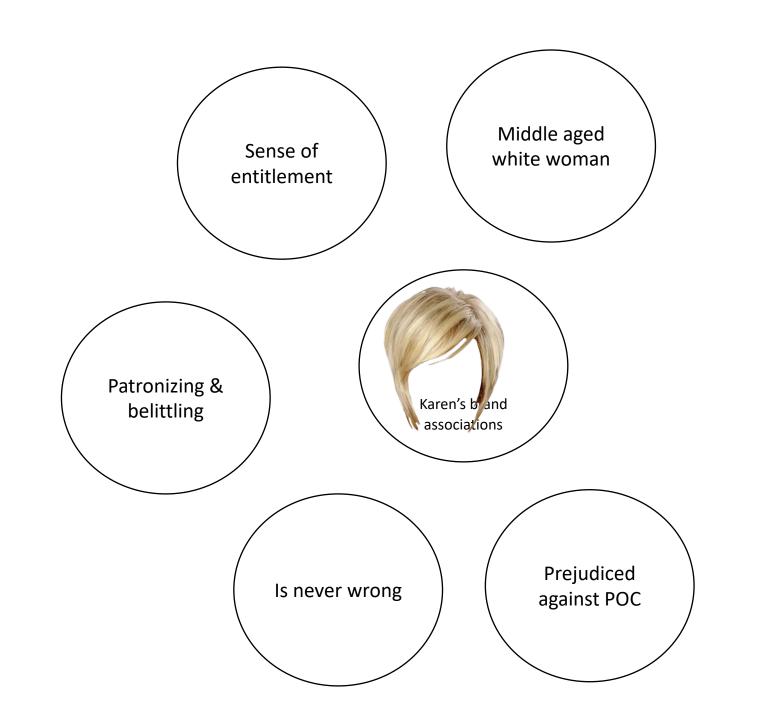These assets trigger and act as gateways to a set of clear associations
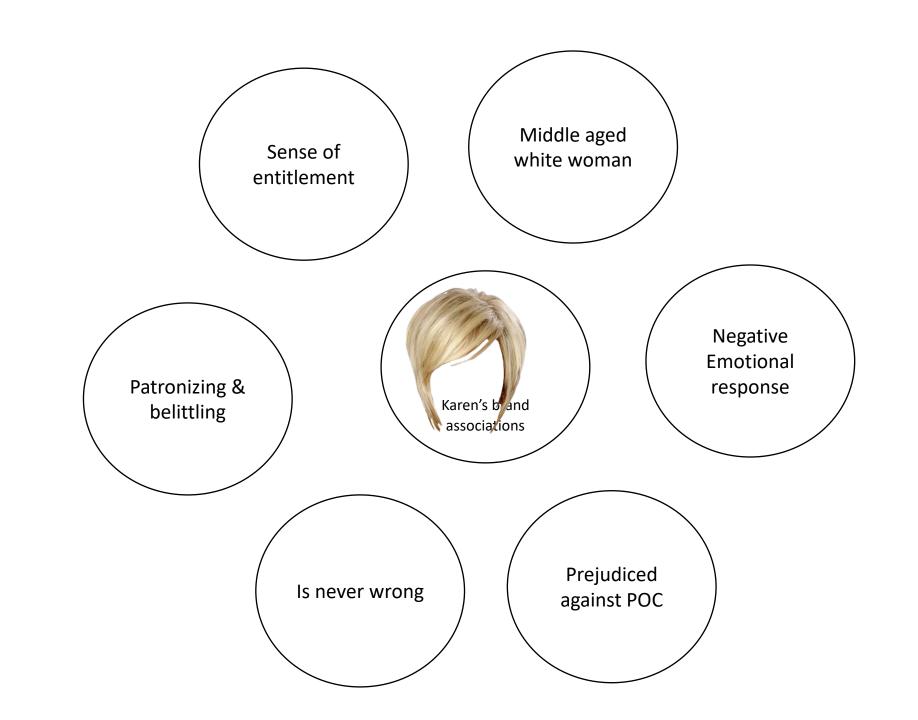
Middle aged white woman

Karen's brand associations

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

Middle aged white woman

Patronizing & belittling

Karen's brand associations

Is never wrong

# 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