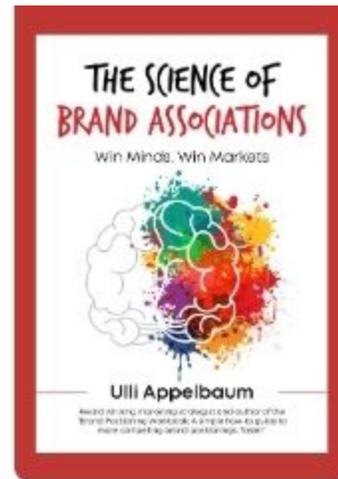


# 14 PROVEN PRINCIPLES OF BRAND GROWTH FOR SMALL BRANDS



## Break Through and Steal Share

*Your job is to be noticed, be different, and win conversion fast.*

### TARGET A HIGH-POTENTIAL SEGMENT

Pick your battleground — and win decisively.

### BE RADICALLY DIFFERENT

Offer something your competitors don't. Bold beats bland. Give people a reason to switch.

### BUILD BRAND SALIENCE FROM SCRATCH

Create simple, sticky, and relevant associations that get remembered.

### GET INSIDE THEIR HEADS (AND HEARTS)

Understand core needs, perceptions, and triggers — then act on them.

### ALIGN YOUR TEAM LIKE A LASER BEAM

Small brands can't afford misalignment. Everyone needs clarity and focus.

### DELIVER VALUE + DIFFERENCE

Blend benefits with emotional appeal to win loyalty early.

### ATTACH TO CORE CATEGORY DRIVERS

Connect your brand to common needs, moods, and moments.

### CREATE EMOTIONAL HOOKS

Make consumers feel something — and feel it fast.

### INVEST IN YOUR BRAND ASSETS

Be loud and consistent. Repetition builds recognition.

### OVERDELIVER WITH LIMITED RESOURCES

Invest smartly and punch above your weight in every channel.

### BE FRESH, NOT CONFUSING

Stay creatively dynamic while reinforcing what works.

### REMOVE TRIAL BARRIERS

Price, access, size — eliminate what's stopping people from buying.

### KEEP YOUR ASSOCIATIONS CLEAN

Even small brands can suffer from negative brand associations. Watch out.

### KEEP LEARNING, KEEP EVOLVING

Use research to evolve — don't fly blind.