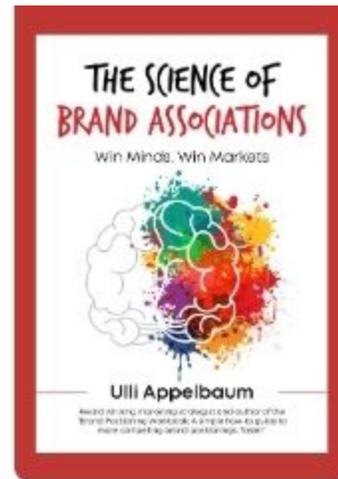


14 PROVEN PRINCIPLES OF BRAND GROWTH FOR LARGE BRANDS



Scale with Strength

Your job is to maintain dominance, refresh relevance, and expand reach.



PENETRATE THE ENTIRE CATEGORY

Reach all buyers regularly — not just your loyal base.



DISTINCTIVE BEATS DIFFERENT

You are already known — now be unmistakable.



BE THE FIRST BRAND THAT COMES TO MIND

Be top of mind at the point of purchase, every time.



STAY EMOTIONALLY RELEVANT

Evoke feelings that keep you loved — not just remembered.



ALIGN INTERNALLY ON BRAND DIRECTION

Make sure everyone knows what you stand for — and sticks to it.



MEET NEEDS WHILE STANDING APART

Keep delivering both tangible and emotional value that feels unique.



EXPAND YOUR ENTRY POINTS

Link your brand to more needs, more occasions, more triggers.



EMOTIONALLY CONNECT AT SCALE

Create campaigns & experiences that resonate across your mass audience.



HAMMER HOME YOUR BRAND CODES

Be obsessive about using your assets — across all touchpoints.



REFRESH, REINFORCE, REPEAT

Balance timelessness with timeliness to stay culturally relevant.



STAY CONSISTENT, NOT STALE

Evolve creatively without eroding your core associations.



FIX THE FRICTION POINTS

Fix packaging, pricing, or format issues — make it easier to buy.



GUARD AGAINST NEGATIVE ASSOCIATIONS

Don't give people a reason to reject you. Guard your image.



MONITOR AND ADAPT

Audit often, adjust quickly. Protect your equity.