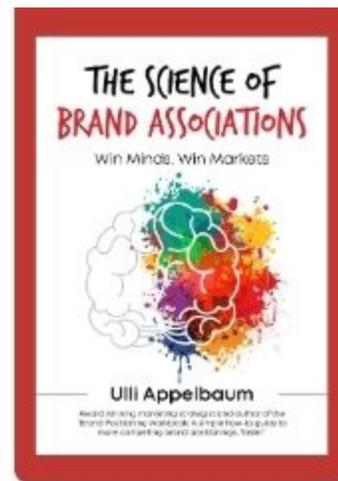


14 SCIENCE-BACKED, EVIDENCE-BASED PRINCIPLES OF BRAND GROWTH



01

GROW BY WINNING MORE BUYERS

Focus on penetration, not just loyalty.

BE DIFFERENT, THEN BE DISTINCTIVE

Stand out first with what you offer, then how you show up.

02

03

MAKE MEMORY YOUR BATTLEGROUND

Build mental availability — be the brand people think of first.

KNOW YOUR PEOPLE. DEEPLY.

Strong strategy starts with strong consumer insight and team alignment.

04

05

ALIGN ON WHAT YOU WANT TO STAND FOR

Define the brand associations that will drive growth — and stick to them.

MEET NEEDS. DELIVER BENEFITS. FEEL DIFFERENT.

A winning brand offers both value and perceived uniqueness.

06

07

ALIGN WITH CATEGORY DRIVERS

Anchor associations to needs, emotions, and usage occasions.

MAKE PEOPLE FEEL SOMETHING

Emotional connections help brands grow and stand out.

08

09

BRAND CODES = BRAND POWER

Use your distinctive assets. Use them everywhere. Repeatedly.

SHOUT LOUDER THAN YOUR SHARE

Keep your brand fresh, reinforced, and punching above its weight.

10

11

STAY CONSISTENT — BUT NEVER BORING

Balance core identity with fresh expression and innovation.

REMOVE THE BUYING BARRIERS

Fix what's stopping people — format, pack, price, place.

12

13

DON'T GIVE THEM A REASON TO SAY NO

Avoid creating negative associations or credibility gaps.

AUDIT YOUR BRAND LIKE A PRO

Measure what matters. Know your equity. Act on the insights.

14