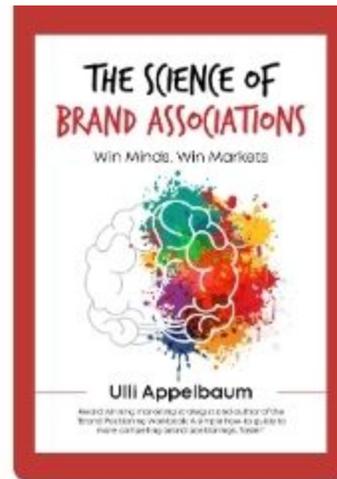




GET YOUR BRAND ASSOCIATION MIX RIGHT



CLAIM YOUR CATEGORY

Is it instantly clear what game you're playing?

If your brand doesn't signal the right category, you're not even on the shelf in consumers' minds.

STAND OUT OR BLEND IN

Do your assets truly distinguish you?

Most brands think they're distinctive—85% are wrong. Make sure yours actually break through the clutter.

TAP INTO WHAT DRIVES CHOICE

Are your associations relevant, motivating, and tied to what really matters?

Win minds and carts by linking to powerful needs, wants, and category entry points.

BE MEANINGFULLY DIFFERENT

Does your brand feel unique—or just another option?

Difference isn't about being weird, it's about offering an alternative that matters.

SPARK A POSITIVE REACTION

Do your associations create good vibes and better attitudes?

Strong brands don't just inform—they evoke. Make your brand feel right emotionally.