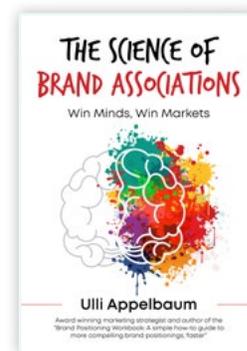


# THE 14 PROVEN PRINCIPLES OF BRAND GROWTH COMPARING SMALL AND LARGE BRANDS

This side-by-side comparison depicts the 14 science-backed and evidence-based principles of brand growth as described in Ulli Appelbaum’s book “**The Science of Brand Associations: Win Minds, Win Markets**”.



## COMPARISON TABLE

Principle	Small Brands	Large Brands
1. Growth Focus	Target a specific consumer segment; convert current category buyers;	Reach all category buyers; expand CEPs; seek category growth opportunities.
2. Differentiation vs. Distinctiveness	Emphasize differentiating brand associations to promote conversion and trial. Invest in distinctiveness	Focus on maintaining distinctiveness to sustain mental availability. Maintain differentiation.
3. Mental Availability	Build fame and brand predisposition through standout associations.	Nurture mental availability across CEPs and across all touchpoints.
4. Consumer Understanding	Use multiple research tools to deeply understand a specific target segment.	Maintain a broad and evolving view of all category buyers. Track the brand’s equity and sources of equity.
5. Clarity of Brand Associations	Align teams on a clear and focused set of associations for growth.	Ensure internal and external clarity to maintain consistency at scale.
6. Delivering Desired Benefits	Create associations that strongly meet key segment needs while helping differentiate the brand	Ensure associations remain competitive and relevant across broader needs.
7. Category Alignment	Map associations to key primary CEPs within specific consumer segment.	Expand Brand Association Network to cover more CEPs and occasions without diluting core.
8. Emotional Connection	Use emotional resonance to stand out and build early connections.	Reinforce emotional meaning to maintain attachment and relevance.
9. Distinctive Assets	Introduce and invest in strong, unique brand assets from day one, especially on the packaging.	Systematically reinforce distinctive brand assets across all touchpoints.
10. Investment & SOV	Invest above market share to build mental availability faster.	Maintain ESOV to defend and expand position.
11. Freshness vs. Consistency	Emphasize consistency to break through clutter.	Refresh brand expression while guarding core associations.
12. Reduce Purchase Barriers	Identify and resolve reasons for non-purchase within segment.	Remove friction for a broader audience and create more buying situations (physical availability).
13. Avoid Negative Associations	Ensure no barriers or confusion prevent growth.	Ensure no barriers or confusion prevent growth.
14. Brand Auditing	Conduct audits to measure effectiveness of early strategies.	Conduct audits to measure effectiveness of strategies and sources of equity.