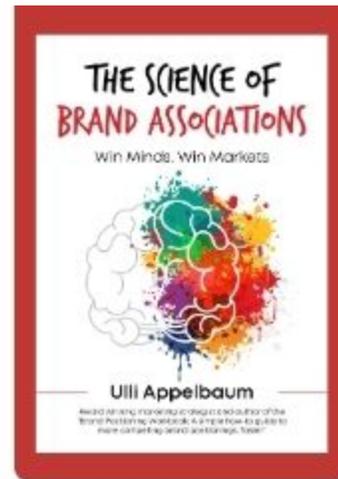


THE 16 DEADLY SINS OF BRAND MANAGEMENT



 <p>FLYING BLIND ON YOUR AUDIENCE You don't know what truly drives or blocks your consumers — because you haven't done the research.</p>	 <p>THINKING SMALL AS A BIG BRAND You're targeting a niche when you should be growing the category and expanding your reach.</p>
 <p>RETAINING CUSTOMERS YOU DON'T HAVE New brands often focus too much on retention and ignore acquisition. Big mistake.</p>	 <p>NO POSITIONING, NO POWER Your team isn't aligned on the 5 key associations that define your brand.</p>
 <p>AGENCIES ARE DRIVING YOUR BRAND Without internal clarity, your brand is being shaped by external partners — and it shows.</p>	 <p>REACTIVE, NOT STRATEGIC You chase competitors instead of owning your space and focusing on consumer needs.</p>
 <p>MEANINGLESS OR EMPTY ASSOCIATIONS You picked the wrong associations — they don't tap into real needs or trigger emotion.</p>	 <p>GENERIC, FORGETTABLE, INVISIBLE Your brand blends into the category instead of standing out. And consumers don't care.</p>
 <p>PRETTY, BUT NOT DISTINCTIVE Beautiful design doesn't matter if your assets aren't distinctive or memorable.</p>	 <p>INCONSISTENT BRANDING = WEAK BRANDING You're not reinforcing your brand assets at every touchpoint — and it shows.</p>
 <p>LEGACY, BUT NO LEARNING You're an established brand... but don't know what made you successful in the first place.</p>	 <p>SILENT IN THE CROWD You're not punching above your weight. Without excess share of voice, your message is lost.</p>
 <p>BORING DOESN'T BUILD BRANDS You've got the right associations — but they're not communicated in a fresh, compelling way.</p>	 <p>NO STRATEGY, JUST ACTIVITY You're busy, but not building. Your messaging shifts with the wind instead of strengthening memory structures.</p>
 <p>THE ELEPHANT IN THE BRAND You're ignoring negative associations — and they're killing your conversion.</p>	 <p>TRANSACTIONAL TOUCHPOINTS, MISSED MAGIC You're not delighting your audience — and missing a chance to create lasting, positive impressions.</p>