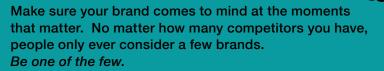


Brands that grow are chosen by more people, more easily, more often

Quick Tips to drive Success



Be salient to be considered







Be chosen first at the moments that matter

Make sure your brand has the highest perceived value. Do so by making sure your brand performs well. Then make sure your brand has created a stronger emotional connection than the next brand. But do not worry if people do not love your brand. Just strive for like more. Why, because brands with stronger brand desire see a greater Share of Wallet.





Be easy to choose

Which means be available and visible and in the format people want. This is so much more important, and more profitable than focusing on price (regardless of sector or geography).



