

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

# 3 Quick Tips to drive success ✓



## Be salient to be considered

Make sure your brand comes to mind at the moments that matter. No matter how many competitors you have, people only ever consider a few brands. *Be one of the few.*



## 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).

