



## The Seven Brand-Building Principles That Separate the Best from the Rest

Your brand is not what you *say* you are - it's what you *do*.

Great brands rely on the "*brand-as-business*" management approach to drive their culture, company operations, and customer experiences. With brand as business, the brand is the central organizing and operating idea of the business.

### Great Brands Start Inside



Start brand-building by cultivating a strong brand-led culture inside your organization

### Great Brands Avoid Selling Products



Develop emotional connections with customers instead of relying on product superiority alone to generate demand

### Great Brands Ignore Trends



Anticipate and interpret larger cultural movements so your brand has enduring resonance

### Great Brands Don't Chase Customers



Embrace and celebrate what your brand stands for and accept that you're not for everyone

### Great Brands Sweat the Small Stuff



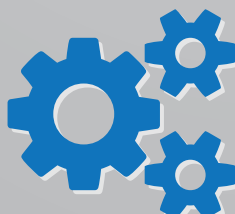
Design your customer experiences to express your brand values and attributes in the finest details

### Great Brands Commit and Stay Committed



Drill down to your absolute brand aspirations, lock them in, and execute on them relentlessly

### Great Brands Never Have to 'Give Back'



Create shared value for all your stakeholders by designing your business to make a positive social impact at its core

Growth in brand equity and influence comes from an entirely different way of thinking about and using brands. Great brands *operationalize* their brand as an integral way of managing and growing their business.