

Recommended by Twan Wiertz - Ogilvy | Social.Lab Amsterdam



Read & edited by Twan Wiertz, Strategist at Ogilvy | Social.Lab Amsterdam

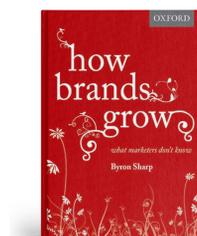
Building Distinctive Brand Assets

The default answer of changing Brand Assets on basis of gut feel is 'NO'

Building Distinctive Brand Assets is a strategic part of the overall brand identity. Brand Assets are the cornerstones of the identity of a brand, making a brand easily recognizable for customers and potential customers. Clear choices of Brand Assets give the brand distinctiveness, which is based on *fame* and uniqueness to stand out to get through the attention filter of the consumer. The central point of the book is to make Brand Assets *distinctive*, giving the brand character.

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How Brands Grow

The book *How Brands Grow* describes a set of scientific laws about the ways in which brands grow, based on decades of research, contradicting existing thinking about brand growth. Market share is grown by increasing *physical* and *mental availability*. Easy to buy and permanently top of mind of the consumer. Advertising works largely as a refresher of a brand's *Distinctive Brand Assets*.

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