# **Developing Global Brands**

- Clean slate brands
  - Image, brand personality
  - Strengths
  - Attributes: quality, innovation
  - Pricing
  - Target segments (typical user, typical buyer)
  - Product benefits
  - Positioning (competition)
  - Communications, style, look and feel, media, storyboards
- Channel incentives
- Stimulating trial, early adopters
- Performance measurement
- Consistent campaign over planned time frame

# **Developing New Brands**

**VM** Jensen

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