

IN SUMMARY



EIGHT BASIC RULES

I.

To call the attention

II.

Create a favorable emotional state

III.

KISS:

- 3.1 Few critical success factors
- 3.2 Slogan
- 3.3 Image
- 3.4 Symbol (logo)

IV.

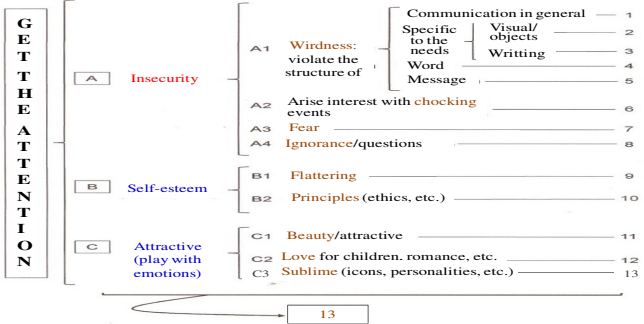
Find a strong argument

- 4.1 Number one
- 4.2 Brand = Product (model)
- 4.3 Segment
- 4.4 Niche
 - 4.4.1 secondary success factor
 - 4.4.2 two success factors
 - 4.4.3 change order of success factors

V.

Repetition

- 5.1 Message
- 5.2 Slogan
- 5.3 Logo
- 5.4 Format
- 5.5 Colour



CREATE A FAVORABLE EMOTIONAL STATE									
Strength forward funny					Affectiveness				
△ Self-esteem		Anti-reality			6.	7.	8.	9.	10.
1.	2.	3.	4.	5.	Children (children rule the world)	Romance (love makes the world go around)	Esthetic (ideal/high)	Family (nest/basis)	Friendship (security/alliances)
▽ others	△ We	Unex-pected	Oversta-tement/ridicule	Hidden/subtle					

IN SUMMARY

EIGHT BASIC RULES

I.

To call the attention

II.

Create a favorable emotional state

III.

KISS:

- 3.1 Few critical success factors
- 3.2 Slogan
- 3.3 Image
- 3.4 Symbol (logo)

IV.

Find a strong argument

- 4.1 Number one
- 4.2 Brand = Product (model)
- 4.3 Segment
- 4.4 Niche
 - 4.4.1 secondary success factor
 - 4.4.2 two success factors
 - 4.4.3 change order of success factors

V.

Repetition

- 5.1 Message
- 5.2 Slogan
- 5.3 Logo
- 5.4 Format
- 5.5 Colour

VI.

Variety

6.1 Image

VII.

Adapt to special industry:

- 7.1 all industry
- 7.2 part

VIII.

Union makes for strength:

- 8.1 Advertising (all type of)
- 8.2 Sales promotion
- 8.3 Merchandising
- 8.4 Public relations
- 8.5 Sales force
- 8.6 Packaging
- 8.7 Name
- 8.8 Transport vehicles



CREATE A FAVORABLE EMOTIONAL STATE									
Strength forward funny					Affectiveness				
△ Self-esteem		Anti-reality			6.	7.	8.	9.	10.
1. others	2. △ We	3. Unex-pected	4. Oversta-tement/ridicule	5. Hidden/subtle	Children (children rule the world)	Romance (love makes the world go around)	Ethetic (ideal/high)	Family (nest/basis)	Friendship (security/alliances)