

A Brand is...

- Evergreen
- Not a duh
- Memorable
- The flag to rally around
- True – inside & out
- A why or a how (not the what)
- Makes you a little nervous
- Emotion-based/trigger
- Differentiates you
- Should dovetail with mission/vision
- From consumers point of view
- I can tell – it matters to me
- Big enough to trigger decision



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