

From the author of the #1 Amazon Bestseller 'How to Launch a Brand'

**FABIAN GEYRHALTER**

Foreword by David Glaze, Creative Director, AMAZON

# BIG GER THAN

| **this** |

*How to turn any venture  
into an admired brand.*

Brandtro

"Don't just read this book...put it to work inside your company."  
William C. Taylor, Co-Founder, FAST COMPANY

## A BOOK IN SKETCHNOTES

DRAWN BY FAN AND DESIGNER  
DEAN O'CALLAGHAN, @DEANOJ312

@deanoj312

# BIGGER THAN THIS!

FABIAN GERTHALTER

A NEW WAVE OF COMMODITY BRANDS IS WINNING HEARTS TEACHING US HOW TO TURN ANY PRODUCT INTO AN ADMIRABLE BRAND

BIG PICTURE

## 8 TRAITS OF COMMODITIES BRANDS

- TELL A MORE ENGAGING STORY
- STAY AHEAD.
- EVEN IF PRODUCT MIMICRY

"AN ENTIRELY NEW SYSTEM OF THOUGHT IS NEEDED, A SYSTEM BASED ON ATTENTION TO PEOPLE, AND NOT PRIMARILY ATTENTION TO GOODS - (THE GOODS WILL LOOK AFTER THEMSELVES)"

OF SCHUMACHER  
SMALL IS BEAUTIFUL.

## THE RESURGENCE OF COMMODITY BRANDS IN TIMES OF INNOVATION AND DISRUPTION -> BEST EXAMPLE - TOMS SHOES

"THESE BRANDS STRIVE FOR WHAT I CALL THE AND? DNA IS THE SEARCH FOR SOMETHING THAT WAS NOT INHERENT IN DNA OF THEIR OFFERING BUT IN THE DNA OF THEIR CAREFULLY CRAFTED & AUTHENTIC BRAND STORY"

"NATURAL QUESTION IS: 'AND?' COMMODITY BRANDS MUST ANSWER ON SEVERAL LEVELS."

## BRANDS IN COSTUMES

BRASSING UP FOR HALLOWEEN  
↳ HOW EDUCATED CONSUMERS SEE BRANDING - FAKE PERSONA & CAPABLE TO EVOKE EMOTIONS FROM A SPECIAL AUDIENCE, TO ACHIEVE A GOAL.

"INSTEAD OF MOVING MOUNTAINS, LET THE MOUNTAINS MOVE YOU"  
- SKYLAR GLEY  
"MOVING MOUNTAINS"

## THOUGHT...

"LATEST WAY OF BRANDS WE LOVE LEAD THROUGH DISRUPTION & INNOVATION, WITH NOTHING BUT COMMODITY PRODUCT - INSTANT BRAND FOLLOWING - HUGE SCALE"

LAUNCH BRANDS ON A DIFFERENT UNIQUENESS

## AN EMPATHIC STORY!

- HIGHLY INSPIRATIONAL FOR CONSUMERS
- ASPIRATIONAL TO BRANDS

"IT'S NOT WHAT WE DO BUT HOW WE DO IT" THE 10AM TEAM.

PART ONE

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**BIGGER THAN THIS!**

PREVIOUS REVISION

JAM BUILT



AS EXCITING AS DIGITAL AGE IS, THE MOST BRILLIANT, FRESHEST TEEN CAN'T BRING WHAT HUMAN CONNECTION CAN BRING"

## RISE IN SOCIAL MEDIA ...

MANY CONSUMERS, ESPECIALLY YOUNGER ONES, PRIDE THEMSELVES ON BEING EARLY ADOPTERS

↳ TO BUILD THEIR PERSONAL BRANDS SURROUNDING NEW DISCOVERIES.

← **BEFORE:** WEIRD AND INDIV BRAND TEXTING.

↓ **TODAY:** EMBARRASSING INNOVATION. BASED ON CROWDSOURCING SITES & SOCIAL MEDIA

INNOVATION IS THE NEW NORM FOR MANY YOUNG CONSUMERS



## THE RESURGENCE OF BRANDS IN TIMES AND DISRUPTION

PEOPLE WILL ALWAYS BE DRAWN TO BRANDS. WE FIND COMFORT IN ASSOCIATING OURSELVES WITH A BRAND IMAGE THAT EVOKES AN EMOTIONAL REACTION IN US WE LIKE TO SUMME IT SO IT ATTRACTS LIKE-MINDED PEOPLE TO US.

MILLENNIALS IN PARTICULAR ARE LIKELY TO FALL IN LOVE WITH NEW BRANDS ↳ EVEN INVEST \$\$\$.  
EARLY SUPPORTERS & ADOPTERS SUPPORT BRANDS - DEVELOP INTO BRANDS. BECOME ENTHUSIASTS. THEY SHOUT THOSE ENTHUSIASTS

**WHY?**

THEY FEEL PRIDE BEING AN

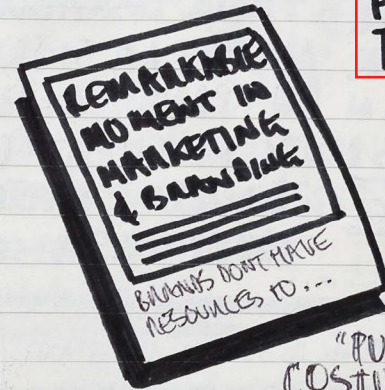
EARLY ADOPTER. CONSUMER NOT FOR BRANDS - THEY TRULY WANT THEM TO SUCCEED.

**1ST TIME IN HISTORY IT IS MORE DIFFICULT FOR BRANDS TO GAIN UNCONTESTED CONSUMER TRUST THAN FOR A STRAIGHT UP BRAND.**

## E OF COMMODITY OF INNOVATION - CONTINUED.

THIS ASSOCIATION WITH OTHER BRANDS ALLOW US TO FORMULATE OUR OWN PERSONAL BRAND. ↳ THIS MAY BE CONSCIOUS OR SUBLIMINALLY, BUT WE ALL DO IT.

BRAND & MARKETING BY CONSUMERS AND BUSINESSES IS CHANGING FOREVER.



**PART TWO**

"PUT ON COSTUMES"

OR MORE LIKELY, DON'T WANT TO DO SO HAVE AN EDGE.

HONESTY IN THE AGE OF SOCIAL MEDIA BUILDS TRUST AND INCREASE LIKELY HOOD OF SMILING STUDIES OF PRODUCT & PACKAGING ON SOCIAL MEDIA.

THIS ALLOWS BRANDS TO BUILD ENORMOUS REACH WITHOUT SPENDING A LOT ON MARKETING. **HOWEVER ...** BUILDING EXPECTATIONS CAN BACK FIRE IF THE BRAND DOES NOT LIVE UP TO EXPECTATIONS.

**THEIR DISAPPOINTMENT GETS PERSONAL.**

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**BIGGER THAN THIS!**

FASHION  
RETRACTA

THEIR DISAPPOINTMENT GETS PERSONAL:

"HERE I AM SHARING THE OFFERING OF A BRAND I NAIVELY TRUSTED JUST TO BE CHEATED"

↳ SOCIAL MEDIA AMPLIFY REACTION  
NASTY REVIEWS - SEEN BY THOUSANDS.



**PART THREE**  
IT'S NOT JUST THAT WE'RE BEING SOLD THE SIZZLE MORE THAN THE STEAK. IT'S THAT WE'RE BEING SOLD THE SIZZLE INSTEAD OF AND AT THE EXPENSE OF THE STEAK

BRANDS MUST DELIVER WHAT THE CUSTOMERS ANTICIPATE BASED ON YOUR MARKET INTX.

BRANDING IS JUST AS IMPORTANT TO ANY COMPANY TODAY AS IN THE PAST.



CUSTOMIZED SNAPCHAT FILTERS REFERENCE BRAND LOGOS.

BUT... ICON'S REMAIN AT THE HEART OF ANY BRAND'S TRIBE.

ONLY THOSE WHO GENUINELY BELIEVE THEIR VALUES AND THEIR STORY AND EMBODY THEM PERSONALLY CAN STRIVE TO GAIN THAT PLUG IN DESIRE.

CAN WHICH KILLA EITHER INSTANTA NEEDY OR DISAPBLE LONG-TERM GROW TH

CROWN CROCOD.

WE ARE NOW EXPECTING TO FEEL THE STORY OVER REALITY, TO ACCEPT THAT SAYING A THING MAKES IT SO

THIS BOOK FOCUSES ON BRANDS SELLING TRUE COMMODITIES

PRODUCTS AND SERVICES THAT HAVE WISELY REMAINED UNCHANGED

THE PRIMARY THING THAT TURNED THEM

INTO SUCCESSFUL BRANDS IS THEIR UNIQUE POSITIONING AND ASSOCIATED STORY. THEIR APPROACHES CAN EASILY BE ADAPTED AND APPLIED BY ANYONE, WHO IS ACTING OUTSIDE OF THE WALLS OF INNOVATION AND DISRUPTION.

BRAND CRAFTING IS CHANGING:

FAKE IMAGE CRAFTING

TOWARDS



INTRINSIC BRAND STRATEGY

THE WHY & THE HOW ARE WINNING OVER THE WHAT

VALUES ARE NOW DRIVING BRANDS

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# BIGGER THAN THIS

PASTAN KEY HALTEN

STORIES MUST EXEMPLIFY THE BRAND IN ACTION & INFLUENCE THE WAY THE ORGANISATION WORKS.

REVION FOUNDER, CHARLES REVSON

"IN THE FACTORY WE MAKE COSMETICS IN THE SHOP WE SELL

HOPE!

## STORY

"WHEN THE BACKGROUND STORY IS BIGGER THAN THE PRODUCT

MOST OF US BUY BRAND STORIES ALL THE TIME  
STORIES ABOUT A BRAND ARE ALSO A POWERFUL WAY TO ALIGN CONSUMERS AROUND ITS MESSAGE



MORE THAN A THIRD OF U.S. POPULATION HAS 18-40 BELONGS TO A GROUP OF BRAND ACTIVISTS

THINK A COMPANY'S ACTION & REVOLUTION ARE JUST AS IMPORTANT AS ITS PRODUCT

THEY WILL TURN INTO YOUR UNIQUE BRAND POSITIONING WITHIN YOUR INDUSTRY, ALLOWING YOU TO CONNECT ON A DEEPER LEVEL WITH YOUR AUDIENCE & SUBSEQUENTLY STAND OUT IN A SEA OF SAMENESS

COMMON BRAND TRAITS

AND

THEIR COMMANDMENTS

"BRANDS AND MARKETERS THAT ARE THINKING ABOUT PRODUCT FEATURES AND ATTRIBUTES AND NEGLECTING TO TELL THEIR COMPANY STORY ARE LEAVING MONEY & MARKET SHARE ON THE TABLE. CONSUMERS NEED A PERSON TO BELIEVE - TO GIVE YOU THEIR LOYALTY & ACTIVISM."

"YOU DON'T PUSH YOUR PRODUCT. YOU CREATE THINGS THAT ARE FUN TO TALK ABOUT, TO WRITE ABOUT TO SHARE" - JON RUBIO

↑ THINK ABOUT OTHER VERTICAL BRANDS WINNING CONSUMERS' HEARTS, HOW SMALLER STORIES INTO YOUR OWN NICHE CAN HELP INVOLVE BRANDING TASKS! SHORT TERM GAIN WILL BE TEMPORARY CONSUMER

↑ MAKE YOUR UNIQUE STORY THE BACKBONE OF YOUR BRAND POSITIONING  
KEEP TALKING THE TALK & SINCERELY WALK THE WALK

IF YOU HAVE A GOOD STORY, WEAVE IT INTO EVERYTHING YOU SAY AND DO  
IT'S THE GLUE THAT HOLDS YOUR BRAND TOGETHER

PART FOUR



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**BIGGER THAN THIS!**

FABIAN GETMAYER

# 8 COMMODITY BRAND TRAITS

AFTER FINANCIAL CRISIS OF 2018 PEOPLE BELIEVE MORE IN VALUES

**SHARED VALUES**  
ALWAYS HAVE A BIGGER IMPACT THAN JUST PRODUCT.

**BELIEFS**  
VOICED IN AN HONEST, EMPATHETIC AND ROLLS BACK MANNER CAN DRIVE YOUR BUSINESS.

SHARED VALUES & EXPRESSION OF PASSION CAN SPARK SALES INCREASE

**SMARTER BELIEF** - ONLY CONNECTS WITH YOUR TRIBE. DEEP UNDERSTANDING IS NEEDED, TAKING A LOT OF RESEARCH

MANY BRANDS ARE BORN OUT OF A DESIRE TO ASSOCIATE WITH THOSE THEY TRUST

## BELIEF

"WHEN VALUES ARE BIGGER THAN THE PRODUCT"

### COMMANDMENTS

MONEY IS THE KEY

EVEN 500 COMPANIES UNDERSTAND YOU MUST STAY TRUE TO YOUR TRIBE.

**YOU & THE COMPANY TO INTENTIONALLY: "LIVE THE STORY THAT EMBODIES THE BRAND'S VALUES"**

THIS FORCES YOU TO HOLD YOURSELF ACCOUNTABLE.

THIS IS OUR IDEAL, OUR IDENTITY. DOES IT RESONATE WITH YOU? GREAT!



THESE BRANDS ARE VOCAL BECAUSE IT IS EXPECTED OF THEM BY TODAY'S CONSUMERS

# & THEIR COMMANDMENTS

49% OF MILLENNIAL SEEK OUT CAUSE BRANDS.

**PART FIVE**

ALIGNING YOUR COMMODITY BRAND'S EXISTENCE WITH A CAUSE GIVES A STRONG BRAND POSITION IF DONE TRUTHFULLY.

**"PURPOSE"** IS INVOLVED IN THE THINKING: WE DON'T WORK FOR MONEY ALONE. MONEY IS A NECESSITY BUT NOT THE REASON WE WOULD WORK INTO THE WORKFORCE WHY DOES IT MATTER?

CONSIDER WHETHER THE CAUSE DIRECTLY TOUCHES YOUR STAFF MEMBERS - FOSTER A STRONG COMPANY CULTURE.

## CAUSE

THE BEST WAY TO TAP INTO CAUSE HEATHEN MARKETS IS TO THINK ON SELFISHLY!

**ASK:** WHAT YOUR BRAND WILL BE GIVING BACK?

**ENSURE** YOUR CAUSE CAN ONLY BE SEEN AS TRUTHFUL

BE CAUTION YOUR CAUSE IS EXTENDABLE TO EXPAND WITH YOUR BRAND AS PRODUCTS EVOLVE

IDENTIFY A CAUSE

ACTIVATE IN AN AUTHENTIC WAY

DEEPEN THAN SOLELY SALES

**EASIEST WAY.**

PLACE THE CAUSE ON A LOGICAL PROPOSITION. IMMEDIATE EMOTIONAL CONNECTION WITH YOUR AUDIENCE

START BY GIVING THE MOVE TOWARDS EMBODYING THE CAUSE IN ALL OTHER ASPECTS OF YOUR BUSINESS.

**HOLD YOURSELF ACCOUNTABLE** ISSUE PROGRESS REPORTS. ENSURE YOU ARE MEETING EXPECTATIONS & SPREAD AWARENESS OF YOUR CAUSE & GROWTH.

CONSUMERS ACTIVELY SEEK OUT BRANDS THAT DONATE & MORE LIKELY TO MAKE A PURCHASE OF A BRAND THAT SUPPORTS A SHARED CAUSE.

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BIG  
GER  
THAN  
THIS

FABIAN  
KEMMELER

4 COMMODITY BRAND TRUITS

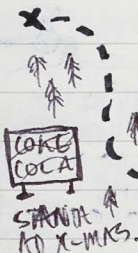
WE LOVE TO CONNECT  
WITH PLACES WE'VE  
BEEN TO. IMMEDIATE  
FEELING OF CONNECTION  
SENSE OF BELONGING

CONNECT  
WITH YOUR  
HERITAGE  
LET IT SPEAK. IT  
WILL CREATE THE  
BRAND AT CENTRE.

ATTACH YOUR  
BRAND TO A  
PERSONALITY  
KNOW THE RISK  
BE PREPARED TO  
PLUNGE INTO  
UNUSUAL  
SITUATIONS.

NO STRAIN  
NOSTALGIA BRANDS  
HUGS ALWAYS WORKS!

NO STRAIN



HERITAGE

"WHEN A SENSE OF LOCATION IS  
BIGGER THAN THE PRODUCT"

TODAY'S  
COMMODITY  
BRANDS

AFFINITY FOR  
THE GOOD  
OLD DAYS  
WAYS WE CAN  
VERIFY WHERE  
GREAT

BRAND'S  
ASSOCIATION  
W/ A LOCATION  
CAN BE A SUBSE  
BONDING

FORMULATING A BRAND STORY  
BASED ON HERITAGE CAN BE  
AN EXTREMELY NEW AND  
PROPOSITION IF YOU CAN CONNECT  
YOUR PRODUCT WITH THE DESIRE  
OF CONSUMERS TO FORMULATE  
A DEEPER CONNECTION WITH  
THE PLACE YOUR BRANDS WILL  
BE KNOWN FOR.

BRAND AURA

EXPANDING  
A HERITAGE BRAND  
NEEDS TO BE WELL  
PLANNED. TO  
KEEP THE BRAND  
AUTHENTICITY

IF HERITAGE  
BECOMES YOUR  
BRAND  
"BUY/SUPPORT LOCAL"  
MAY TURN INTO  
BRAND BENEFIT.

AND THEIR COMMANDMENTS:

PART  
SIX

SURPRISE  
AND DELIGHT

THE CATCHPHRASE OF ALL MARKETERS.  
CLIENTS DON'T ALWAYS UNDERSTAND - IT IS  
VALUED TOUGH TO IMPLEMENT WITHOUT INSTRUCTION  
OFTEN NEEDS DRASTIC CHANGES!

ENTER/EXPANDING  
USUAL MUNDANE  
MARKET WITH A  
SPRINK OF COLOUR  
WORKS WITH ANY  
COMMODITY  
PRODUCT.

CATCH YOUR BRAND'S  
AUDIENCE.  
WATCH THEM WHEN  
THEY LEAST EXPECT.  
SMALL GESTURES &  
DELICIOUS SURPRISES

5  
DELIGHT

"A SMALL  
UNEXPECTED  
GESTURE WILL  
LEAD TO THEM  
SEEKING YOU  
AS A FRIEND"

"WHEN THE SMALL DELIGHT IS  
BIGGER THAN THE PRODUCT"

DELIGHT IT  
MUST BE FULLY  
EMBODIED IN YOUR  
CUSTOMER SERVICE  
& TONE OF VOICE.

THINK BEYOND  
YOUR PRODUCT/  
SITE. LOOK AT  
BUILDING A  
RELATIONSHIP

COMBINE WITH  
AUTHENTICITY AND  
EMPATHY IT'S A  
WINNING BRAND  
STRATEGY.

CAN'T STEAL  
OUR VIBE!

MAKE THE  
MUNDANE  
A DELIGHTFUL  
EXPERIENCE. IT  
NOT ALWAYS THE  
BIGGEST PRODUCED  
CAMPAIGNS THAT  
LEAVE LASTING  
IMPRESSIONS.

SIMPLIFY THE  
COMPLEX  
IS THE ROOT OF  
BRAND DELIGHT.  
DON'T THINK ONLY  
OF THEM; THINK  
FOR THEM.

CREATE COMMUNITY

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# BIGGER THAN THIS!

FABIAN GETHALTER

## 9 COMMODITY BRAND TRAPTS

REVEAL IT ALL

CUSTOMERS WILL FIGURE OUT YOUR STRATEGY. MUST YOUR BRAND BE IN COMPETITION

COMMIT FULLY

IF YOU GO DOWN BRAND TRAPTS NO. ITS A ONE WAY TRIP. NO U-TURNS

"I SAW MORE HONESTY ON A MATCH.COM AD THAN ON AT&T'S COVERAGE MAP"

CEO JOHN LEGGIE T-MOBILE



# TRANSPARENCY

"WHEN TRUST IS BIGGER THAN THE PRODUCT"

BEING FULLY TRANSPARENT AND TRININING A "NO BS" ORGANISATION

HONESTY PAYS BIG TIME!

IF YOU COMMIT TO HONESTY, UNDERSTAND THAT THERE IS NO GOING BACK! IF YOU COMMIT TO SHAMING IN 2017 YOU CANT GO BACK IN 2016!

TAKE A COMMITMENT TO HONESTY NOT ONLY TOWARD YOUR CUSTOMER BUT ALSO TOWARD YOURSELF AS A FOUNDER

MUTUALLY ANSWER YOUR AUDIENCE TO MAKE DECENT CUSTOMER BRAND TRAPTS!

IF YOU ARE IN A SPACE KNOWN FOR OPACITY AND COMPLEXITY, TRANSPARENCY GOES A LONG WAY!

KNOW THAT YOUR PRODUCT AND AUDIENCE ACHE FOR TRANSPARENCY

SPECIFICALLY IF YOUR CATEGORY

CREATE A STRATEGIC PLAN

HOW FAR WILL YOU GO. MEASURE IT AGAINST NOT STORYTELLING & TRICE DELIGHT.

## AND THEN COMMANDMENTS.

PART SERBI

ALIGNING A COMMUNITY BRAND EMPATHETICALLY WITH SOMEONE ELSE'S DREAM



ENTREPRENEURS WILL NEVER BE ABLE TO LAUNCH MEANINGFUL BRAND WITHOUT SHOWING EMPATHY FOR THEIR AUDIENCE.

SOLIDARITY BRANDING IS NOT RESTRICTED TO UNDERSTANDING OVERLOOKED AUDIENCES

# SOLIDARITY

IT CAN ALSO BE USED TO ENABLE THEM TO ENGAGE WITH YOUR BRAND STRONGER THAN TRUST.

UNIQUE ABILITY TO SHOW DEEP EMPATHY FOR A SPECIAL NICHE AUDIENCE - ALTHOUGH OFFENSIVE, STAY AND BELIEF FOUNDS YOUR FOLLOWING & POINT OF VIEW

"WHEN SOLIDARITY IS BIGGER THAN THE PRODUCT"

"...I INTENTIONALLY FIGURED OUT THAT FOCUSING ON THE OTHER PERSON'S NEEDS AND NOT MY OWN WAS THE MOST EFFECTIVE WAY TO MAKE A SALE"



HUMAN IDEA ACTION

THIS IS ABOUT THEM, NOT ONLY FOR THEM. YOUR BRAND BECOMES THE ENABLER OF THEIR GOALS

IT'S NOBLE

IF YOU HAVE THE GUTS BUT THERE IS GLOOM TO BE HAD.

EXEMPLIFY THE VALUES OF YOUR TRIBE IN EVERYTHING YOU DO AND EVERYTHING YOU SAY.

BE WILLING TO SACRIFICE SOME PROFITS. BRAND WITH SOLIDARITY WIN FANS & \$\$\$ WILL FOLLOW ALMOST GUARANTEED

STUDY YOUR TARGET AUDIENCES AHEAD OF YOUR BRAND LAUNCH. LOOK FOR A NICHE THAT IS MORE LOYAL & SATISFYING THAN RESTRICTIVE!



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# BIG

GER • 8 COMMON BRAND TRAITS •  
THAN • AND THEIR COMMANDMENTS.

THIS I

FABIAN  
KEYHACKER

CONSUMERS WANT THE  
TANGIBLE VALUE BEHIND  
SPECIALTY THEMES  
THAT MAKE THE BRAND  
EXPANSE PERSONAL  
FOR THEM.

PERSONALISED  
EXPERIENCE  
THAN EVER.

IT IS POWERFUL  
WHEN USED  
IN A SENSE OF  
OWNERSHIP.

## INDIVIDU- ALITY

WHEN CUSTOMISATION IS BIGGER THAN THE PRODUCT

LIMITED EDITIONS  
ALWAYS POPULAR,  
NEW LIFE ON SOCIAL  
MEDIA - MORE IMPACT.

A LIMITED SLUSH. EXPANSIVE WATERS.  
A UNIQUE ITEM. FOR MILLIONS OF RECIPIENTS  
A PERSONALISED STORY. YOU CAN NOT STOP CREATING

UNIQUE AND SELL THROUGH A UNIQUENESS FACTOR THAT  
CATER TO INDIVIDUAL TASTES & CREATES VALUE FOR A BRAND  
PRODUCT.

RECYCLE OR UPCYCLE  
BRAND IDEA, UNIQUE STORY  
AND CUSTOMER PRODUCTS  
WILL WIN ATTENTION THROUGH  
THE INDIVIDUALITY FACTOR.

CUSTOMISE WHENEVER POSSIBLE  
START SIMPLE. CREATE PERSONAL EXPERIENCE THROUGH YOUR SERVICES & LANDINGS. STROKE SMALL & GROW

SURPRISE YOUR TRIBE  
BE PERSONAL & MOVE WITHIN YOUR BRAND PERSONALISABLE INSTANTLY

TO FULLY ENGAGE YOUR AUDIENCE.  
ASK YOUR TRIBE FOR THEIR STORIES OF HOW THEY USE YOUR PRODUCTS.

PERSONALISATION AND CUSTOMISATION  
AND REEVALUATE THE LIMITED NATURE OF YOUR PRODUCTS

STUDY CUSTOMISATION AND PERSONALISATION  
IN YOUR CATEGORY ENSURE YOU ARE EQUIPPED TO MAKE IT WORK FOR YOUR BRAND PRACTICES

# THINK ↑ BIGGER ↑ THAN THIS

MOST OF US WANT TO CREATE THE INNOVATION BRAND THAT CONTINUOUSLY DISRUPTS OUR SEGMENT.

PART EIGHT

DOES NOT MEAN YOU CANNOT CONNECT ON A DEEP, MEANINGFUL STICKY WAY



YOU ARE SEARCHING FOR THE AND? DNA, THE UNDERLYING DNA OF YOUR BRAND STORY, START BY ASKING: "WHAT IS BIGGER THAN THIS?"

USING THE 8 TRAITS AND THEIR COMMANDMENTS WE GUIDE YOU ON YOUR SPECIFIC PATH. COMMODITY OR NOT, INTO A BETTER, MORE BELOVED BRAND.

YOU JUST NEED TO FEEL THE URGE TO MOVE THE NEEDLE FORWARD TO TRANSFORM INTO A BRAND THAT HAS A STORY TO TELL AND AN EVEN BETTER STORY TO LIVE.

HELP MOVE YOUR THOUGHTS INTO ACTION.

TO [TARGET AUDIENCE] OUR PRODUCT IS THE [CATEGORY] THAT PROVIDES [FUNCTIONAL, SYMBOLIC OR EMOTIONAL BENEFITS] BECAUSE [SUPPORT/REASON TO BELIEVE]

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