





The Law of Double Jeopardy



Small brands are penalised twice. They have (many) fewer users who are (slightly) less loyal.

Duplication of Purchase Law



Your customer base buys other brands in a largely predictable manner

With more of their purchases going to bigger brands, and fewer to smaller brands

The Law of Brand User Profiles Hardly Differ



Any brand's buyer base should mimic the category buyer base profile

BE BUYABLE

Do you cover key buying and usage situations? Packs, prices, category entry points etc

Dismantle any 'speed humps' that slow down purchase



Build Distinctive Assets

Anything that is not the brand name, that triggers the brand for category buyers. Powerful recognition systems

Use metrics to understand how the value of an asset rather than your 'gut feel'

Ehrenberg-Bass

Advertising is at its best when it works with human memory – refreshing & (occasionally) building memory structures





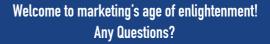
Aim for cumulative reach

Reach across both targets and time

Each spot should expose <u>'new' category buyers</u> to the campaign who didn't see it in other recent spots

With some account for seasonality

Ehrenberg-Bass



jenni@marketingscience.info

