

Key Takeaway: To influence consideration and, ultimately, penetration, marketers must invest in three key brand assets.

Use full range of touchpoints to articulate messages that are **distinct, memorable and consistent.**

Broadcast a brand's message **widely enough** to be heard by largest possible swath of people.

MEMORY STRUCTURES

CONSIDERATION

BRAND
GROWTH

PENETRATION

IN-STORE ASSETS

PRODUCT PORTFOLIO

Achieve **perfect in-store execution at the point of sale** to ensure superior visibility and distinctiveness.

Rationalize product portfolio to **stay focused** on core SKU's.

Be selective on innovations: Make the few bigger and better, not more and marginal.

How Brands Grow By Byron Sharp

Lei Huang



How Brands Grow By Byron Sharp:

Immerse yourself in heartwarming tales of love and emotion with Explore Love with its touching creation, Experience Love's Journey in **How Brands Grow By Byron Sharp** . This emotionally charged ebook, available for download in a PDF format (PDF Size: *), is a celebration of love in all its forms. Download now and let the warmth of these stories envelop your heart.

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