

BREAD & JAM

MORE THAN A LOGO

BUILDING A MODERN DAY BRAND

1980

100%

The value of a company was almost exclusively based on tangible assets.



Modern day

30-40%

Today the value of a company is now proportionally more intangible. At least 30% of that attributed to brand.

Source: Millward Brown Optimor's analysis

STEPS TOWARDS GROWING A FAMOUS BRAND

05

BEWARE OF FAST FAME

Don't blow your funding on mass market awareness if you can't service the demand. Prepare all brand touch points (i.e CRM, CS) to help protect your growing base.

06

SUCCESS

Businesses that grow 'brand-first' can;

- charge price premiums
- Diversify easier with NPD
- Have greater value @ exit

BE DISTINCTIVE

...not different. Consumers have limited mental availability so it helps to be memorable, be that on the shelf or in your ads.

04

EMOTION

95% of purchase decisions are made by the subconscious. Product features will not appeal to this. What's the emotional benefit?

03

01

WHY WE EXIST

Consumers are 4-6 times more likely to purchase from (& stick with) purpose-driven brands.

02

WHITE SPACE

Find your brand's unique positioning by looking for the white space. Tip: try a Boston Matrix.



BEWARE – The purpose rabbit hole.

It's not about greenwashing. What matters to you?

BOSTON

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