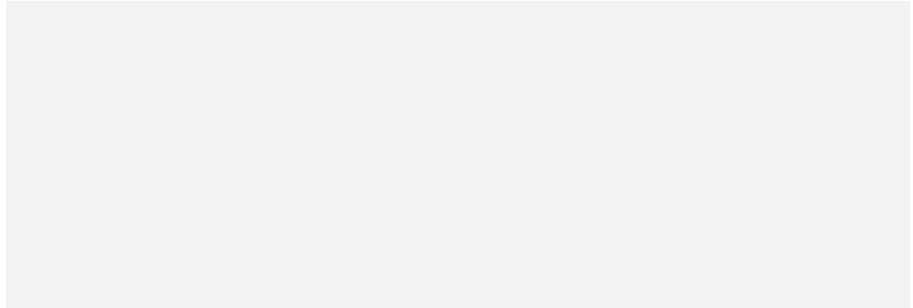


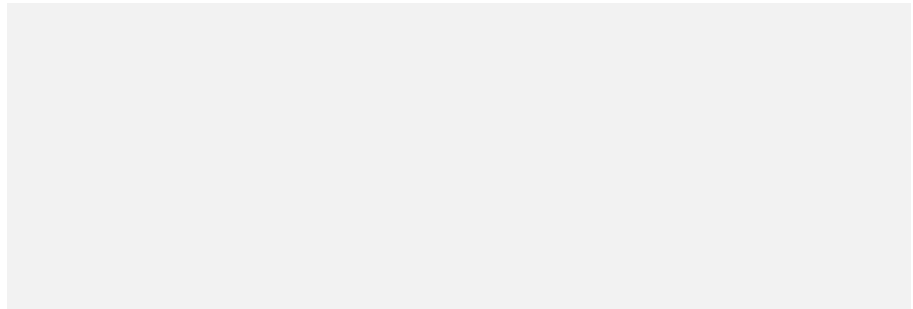
Brand Strength Worksheet

List 3 ways each for how your company follows these key principles to building a strong brand.

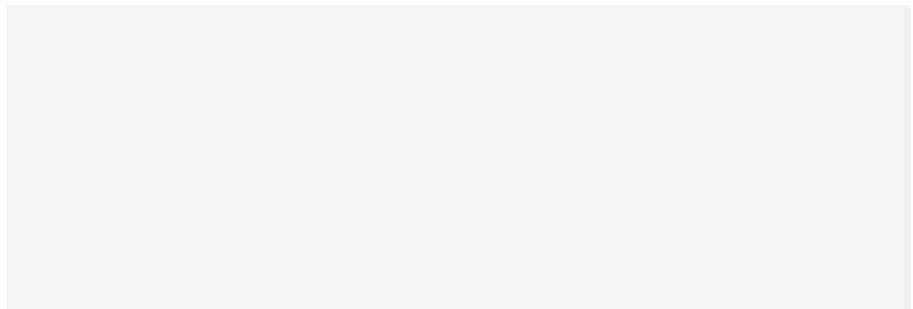
**Fulfill an
important need**



**Consistent
focused action**



**Differentiate
or die**



**Innovate and
iterate**

