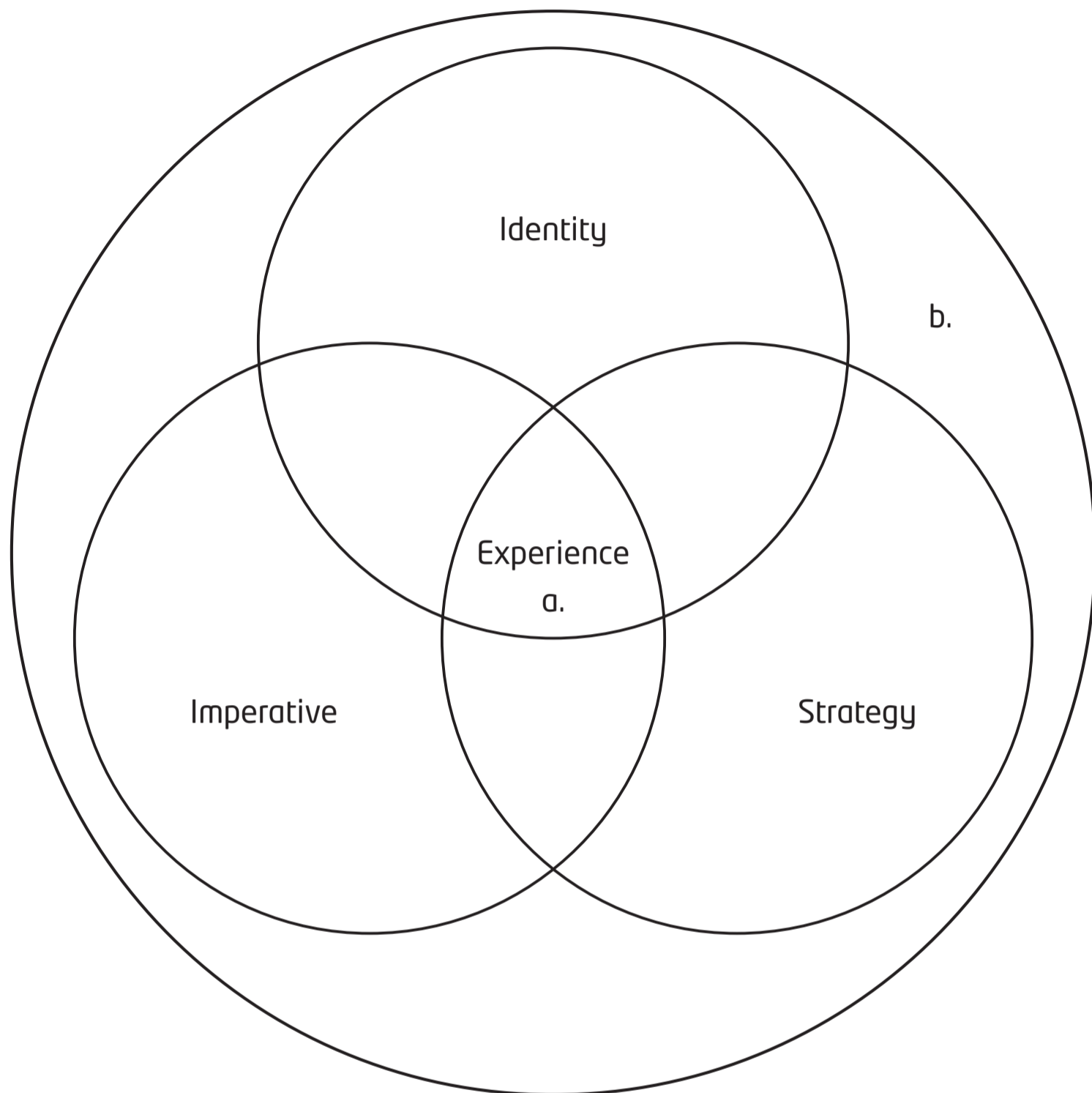


Structure of a brand

Major components



1. Imperative

Reason brand exists
Substance of brand

3. Identity

Brand-marks
Marks to cue and handle brand

2. Strategy

Market positioning

4. Experience

a. Consumer
b. Imperative director as consumer