

Brand Strategy

The Glow Way

5 things to think about

GLOW
LONDON



1

You actually have the answers not your agency

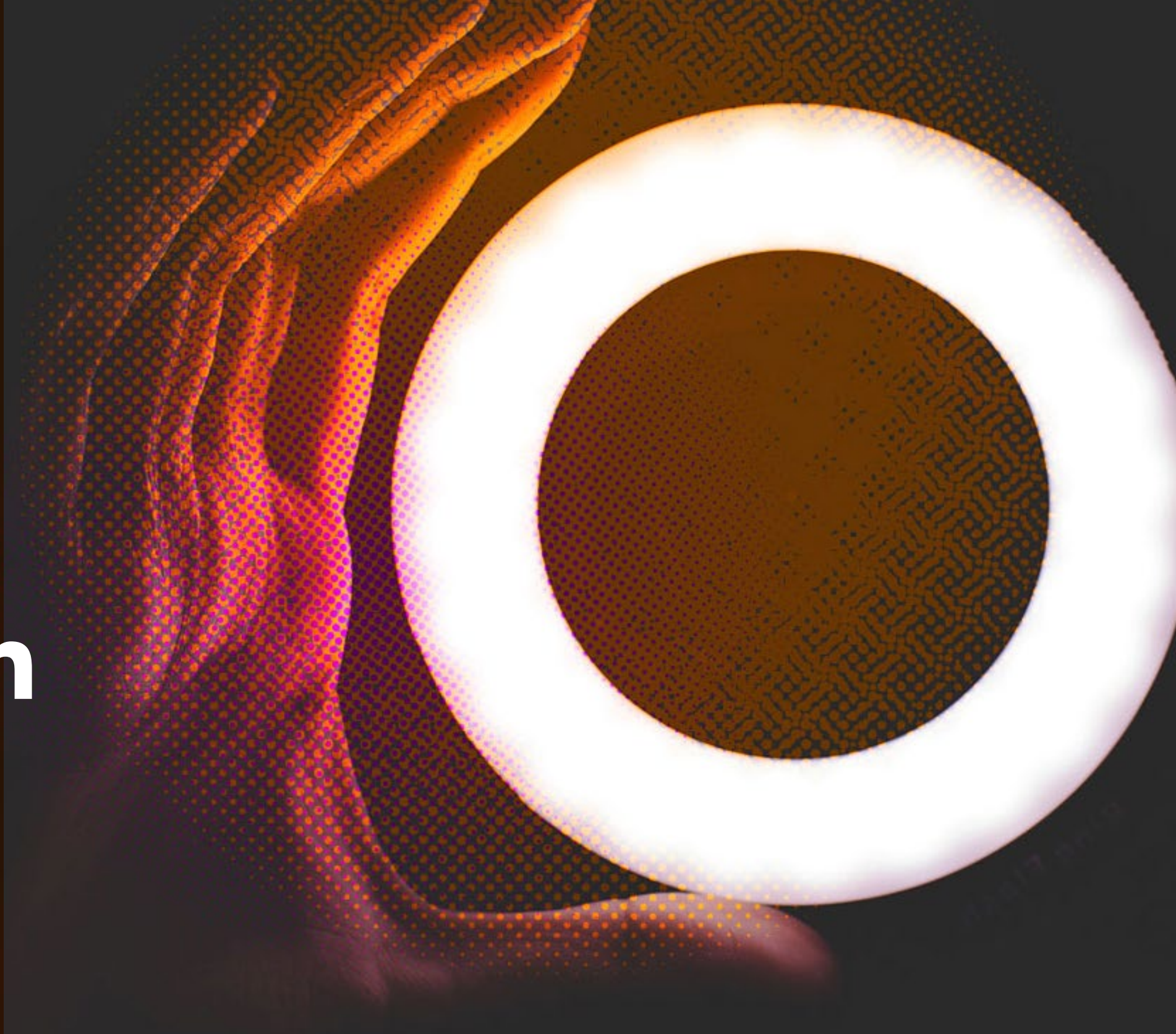
We just help you to articulate
your brand



2

Your customer's reasons for choosing and being loyal to you is based upon an

ownable truth



3

If your customers don't

connect emotionally

with your brand they will probably still buy from you BUT they won't be loyal to you



4

So... Brand strategy is completely and utterly

rooted in your customers needs



5

If your proposition isn't unique enough,

you're probably commoditising your offering and therefore competing purely on price.

30%

50%

20%

We are

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