



Brand Slam

A BRAND IS A . . .

1. *A brand is a* _____

through

- _____ igniting
- _____ ensuring
- _____ ongoing

2. _____ *by a business*

through

- _____ value
- _____ service
- _____ consistency

3. *and* _____ *by its customers.*

through

- _____ involvement
- _____ references
- _____ testimonials