

# THE UNIFIED STRATEGY

## THE HOW TO FOR BRAND GROWTH

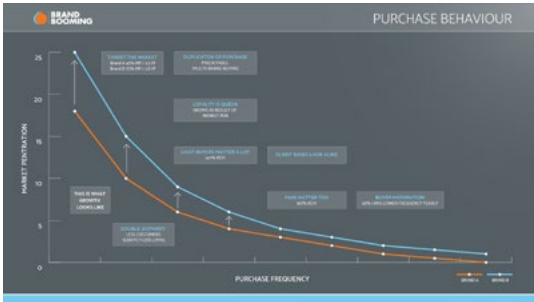
One simple analyses: determine your purchase curve and the ones of your competitors.



Learn about 'marketing laws', dynamics proven by science. Understand how growth looks like.



Assess the marketing principles for growth for your brand.



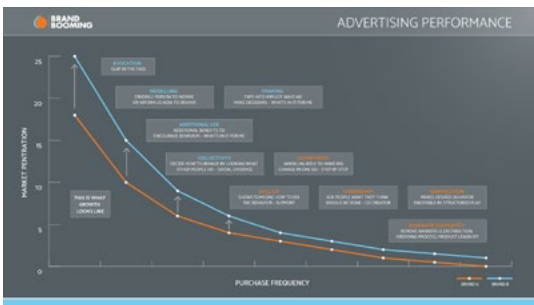
Apply advertising to your purchase curve; what tactics fit best to your situation?



Assess your advertising performance and check what opportunities you still have for growth.



Assess your creative performance and make sure all is optimized to enhance effects for growth.



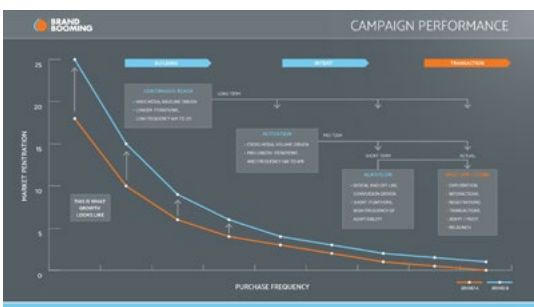
Design your media campaigns according to your purchase curve; what 'layers' fit best to your situation?



Assess your campaign performance and make sure you invest in the best.



Assess your media performance for optimizing investments for growth of your brand.



## FULL ALIGNMENT FOR SCALING UP YOUR BRAND