



ULTIMISE
MAXIMISE THE ULTIMATE

COUNTDOWN TO BRANDING EMINENCE

**5 STRATEGIES 3 CHECKLISTS
FOR BUILDING A BILLION DOLLAR BRAND!**



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8 **DO'S** AND **DON'TS** FOR DEVELOPING DOPE GLOBAL BRANDS



8 **DO'S** AND **DON'TS** FOR DEVELOPING DOPE GLOBAL BRANDS

1. **DO keep it Brief** - a good brand should have no more than 4 syllables, 2 or 3 is even better



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8 **DO'S** AND **DON'TS** FOR DEVELOPING DOPE GLOBAL BRANDS

Google

adidas®

skype™



susnova



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Kodak

**UNI
QLO**



pepsi[®]



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NETFLIX



Instagram

MINECRAFT

plastoliX



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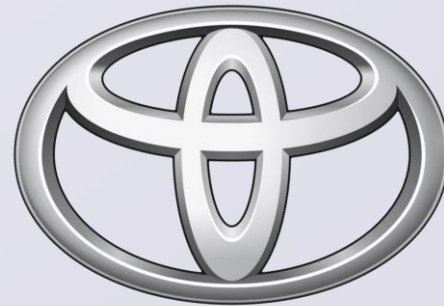
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TOYOTA

Coca-Cola ^{MR}



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Work bench
FARTFULL
\$109.00/ pieces

(price reflects selected options)
website prices may vary from store prices.

- ▶ Storage space for games and accessories under the seat.
- ▶ Mouse pad, both for right-handed and for left-handed.



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Success Enterprises



smart

Your Software Partner

72% OF THE WORLD'S TOP BRANDS USE AN ORIGINAL WORD/NAME



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8 **DO'S** AND **DON'TS** FOR DEVELOPING DOPE GLOBAL BRANDS

bs company

STD
STD EXPRESS CO., LTD.



WJN



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8. **DON'T Plagiarize or Copy** - have some pride in your branding



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