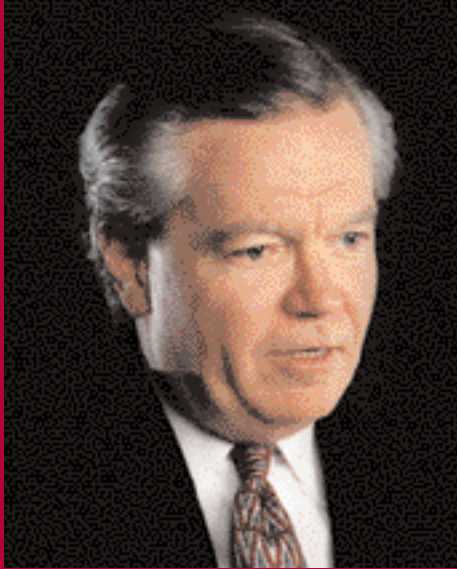


THE  
WINNINGER  
*Strategies*

**LIVING  
YOUR  
BRAND**

UNIVERSAL  
PRINCIPALS TO  
TURNING YOUR  
BRAND INTO  
MARKET DOMINANCE



**“Your brand must communicate a culture throughout your organization to your market.”**

**“Today everything is brand... you must be one to compete!”**

– Thomas J. Winninger, CPAE  
“AMERICA’S MARKET STRATEGIST”



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## **How you’ll benefit from these strategies:**

- Turning brand into corporate sales culture
- Supporting brand consistency in your category
- Making your brand a celebrity
- Turning brand into SOP (standards of practice)
- Using your brand to support full price
- How to stand out in the new customer universe
- Identifying the “one thing” and turning it into market share
- Creating brand loyalty
- Taking your brand value to the next level

**Starbucks has woven coffee into the fabric of life; Harley has become a lifestyle; Nike has leveraged the deep emotional connection with sports and life; Intel has gotten “inside”; Disney is family entertainment; Volvo is the safe car; Italy is fashion clothing; France is romantic wine.**

Today brand is everything. It is your organizational culture, it is your market position, it is your price support — it is your voice to your customer!

## **Everything you do must communicate your brand!**

No matter what you sell, be it a product or a service, no matter whether you sell it in a two-step distribution system or a one-step distribution system, the next five years could be the end of the way most of us do business. Everyone from accounting firms to sneaker makers to restaurants are trying to figure out how to transcend their category and create buzz like Hilfiger.