

HOW TO SPOT BRAND ABUSE

Brands will often be bundled and packed into small spaces together

Ruthless price cutting and slashing, day after day will be easy to identify

Brands will be forced into groups to survive

Brands will resort to selling themselves cheap, leaving them feeling dirty and devalued

Signs of abuse will indiscriminately cover the brand, hiding its individuality and suppressing its personality

#STOPBRANDCRUELTY

SAVE A BRAND TODAY

Your money will buy added-value experiences, which will help your brand recover its sense of self worth and rediscover its personality. A modest budget will help them stand proud in the face of their competition.

OUR SUPPORTER TLC MARKETING HAS ALREADY HELPED THIS BRAND REGAIN ITS IDENTITY AND SECURE A SUCCESSFUL FUTURE IN THE MARKETPLACE

THE BRIEF Demand attention on shelf and encourage trial purchase with an added-value proposition.

OUR THOUGHTS The No Fear generation wants instant energy and instant gratification.

THE SOLUTION DRINK IT, DOWNLOAD IT, DO IT
Let's give a free MP3 download away with every can so No Fear drinkers can create the ultimate soundtrack to their high-octane lifestyle!



Make a difference to a brand in your life today

Visit ADDAVALUEEVERYWHERE.COM or call the brand cruelty helpline on 020 7725 6177

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