

The Power of a Brand



Dynamics of the North American Homebuilding & Remodeling Market









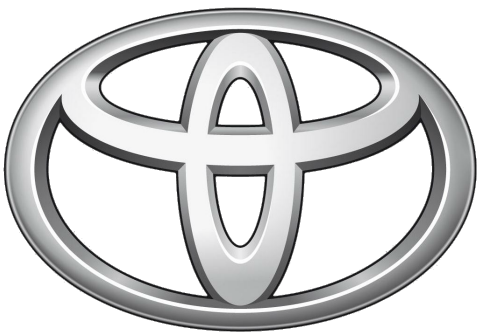
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The leading destination for
short-form video content

1.59 billion

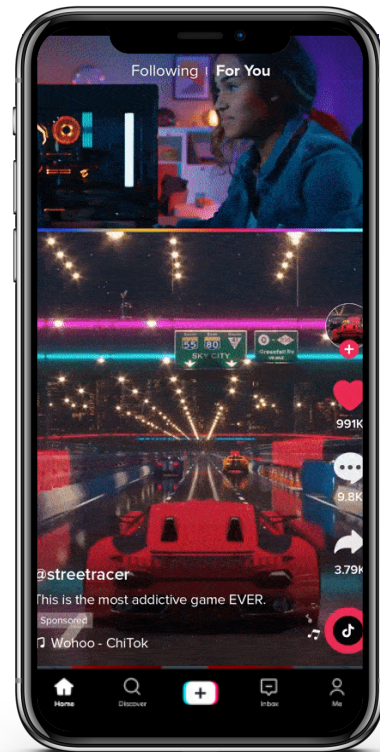
monthly active users

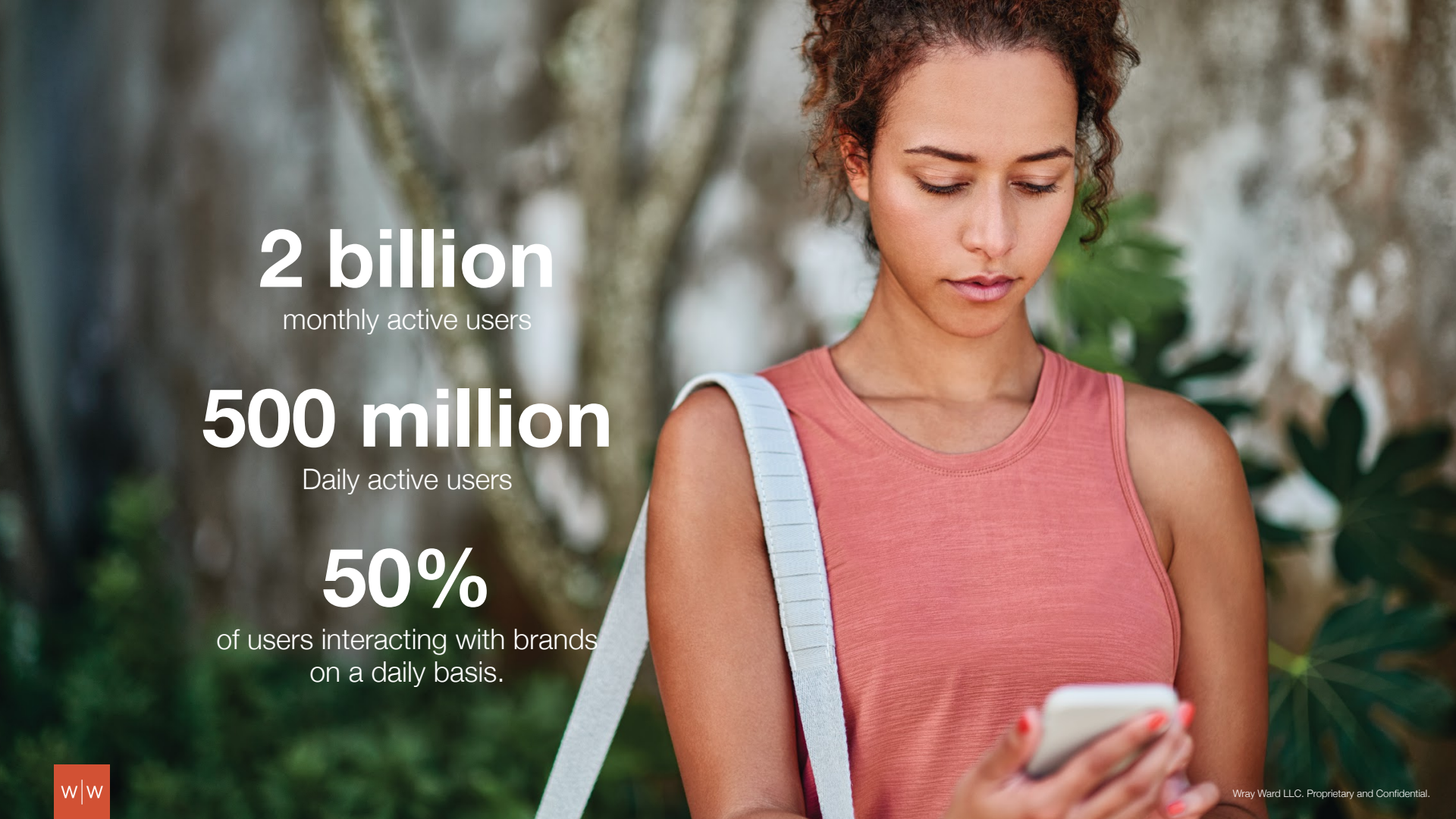
90%

of users access the
app every single day

34 hours

of content consumed
by users each month



A woman with curly hair, wearing a pink tank top and a grey strap over her shoulder, is looking down at a white smartphone in her hands. The background is a blurred outdoor setting with trees and foliage.

2 billion

monthly active users

500 million

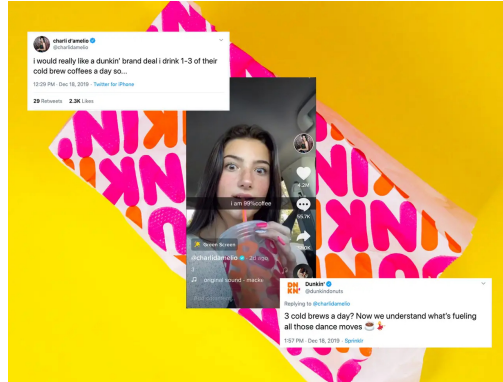
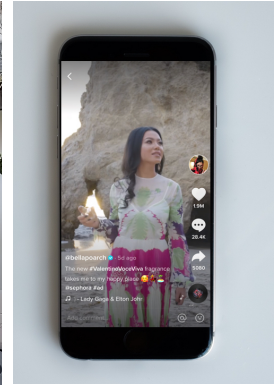
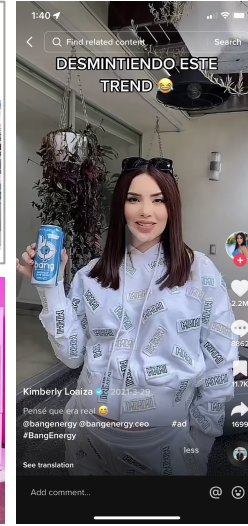
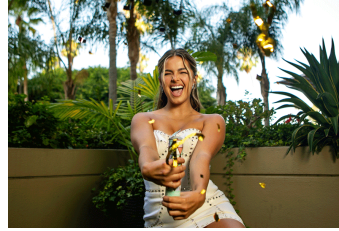
Daily active users

50%

of users interacting with brands
on a daily basis.

Top TikTok Influencers

- 1 - Khabane Lame @khaby.lame
 - 161.6 million followers / 2.5 billion likes
- 2 - Charli D'amelio @charlidamelio
 - 156.5 million followers / 11.9 billion likes
- 3 - MrBeast@mrbeast
 - 119.4 million followers/ 1.2 billion links
- 4 - Bella Poarch @bellapoarch
 - 93.4 million followers / 2.4 billion likes
- 5 - Addison Rae @addisonre
 - 88.4 million followers / 5.2 billion likes





A brand can still be built from scratch.

So, what is a brand?

It is the sum of everything
you feel about a product or service.

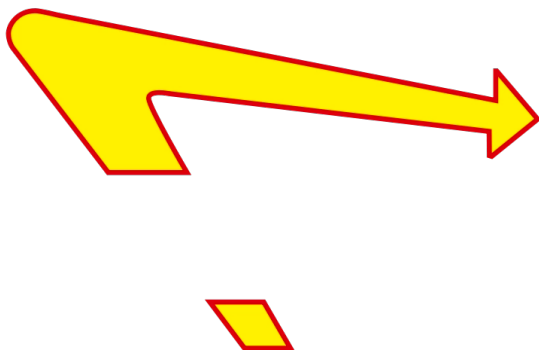
It's the intangible sum/memory network of its
name, attributes, price, history, reputation ...
and the way it's advertised.

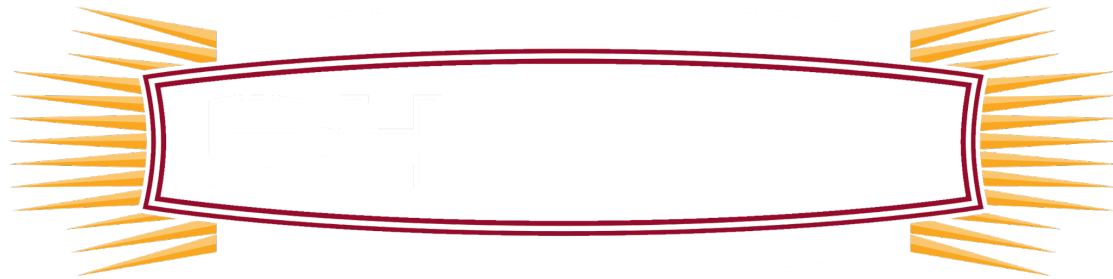
A brand is also defined by a consumer's perceptions of the people who use it, and their own experience.

A brand is a living, breathing,
growing, changing organism.



Pennsylvania, New Jersey, Delaware or Maryland?





Brands are friends. Products are strangers.

In a cluttered world where people are time-compressed,
brands are shortcuts to help them make decisions.

Kellogg's
**CORN
FLAKES**

Branding reduces
the importance of price alone
on a purchase decision

The strongest brands share attributes ...

Excel at delivering the benefits
that customers truly desire



NORDSTROM

Stay relevant

Gillette[®]

Gillette[®]



Founded 1904

Name some of their subbrands since the 90's

1. Sensor in 1990 - spring-loaded blades
2. Sensor Excel
3. Sensor 3
4. Sensor 3 Cool
5. Mach3 - three-blade razor in 1998
6. Mach3 "turbo"
7. Blue II
8. Blue 3 - three-blade disposable razor
9. Venus - razors for women in 2000
10. Venus Divine
11. Venus Vibrance
12. Venus Embrace
13. Venus Breeze
14. Venus Spa Breeze
15. Venus ProSkin Moisture Rich

18. Fusion - five-bladed razor in 2006
19. Fusion Power
20. Fusion ProGlide Shield
21. Fusion ProGlide
22. Fusion ProGlide PowerFusion ProGlide with FlexBall Technology
23. All-Purpose Styler - beard trimmer in 2012
24. Treo razor - for seniors/disabled in 2017
25. SkinGuard - razor for sensitive skin in 2019
26. Heated razor in 2019
27. King C. Gillette Beard Care Line in 2020
28. GilletteLabs Heated Razor in 2020
29. Planet KIND Skincare Line in 2021
30. GilletteLabs Razor with Exfoliating Bar in 2023
31. INTIMATE in 2023

Properly positioned

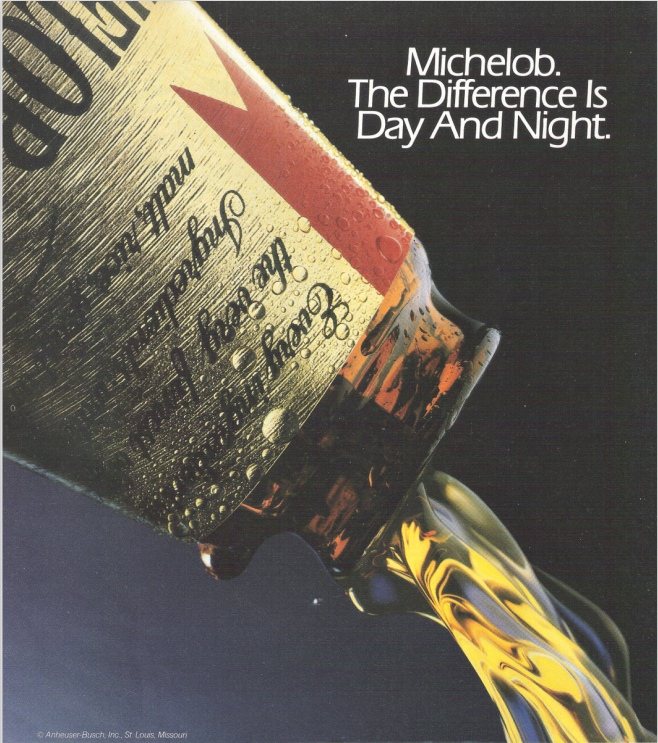


Consistent



1892





Michelob.
The Difference Is
Day And Night.

*For exceptionally smooth taste. There is beer. And there is Michelob.
The difference is day and night.*

 The night belongs to Michelob.™

© Anheuser-Busch, Inc., St. Louis, Missouri



MICHELOB
BEER

*Weekends
were made
for Michelob.™*

© Anheuser-Busch, Inc., St. Louis, Missouri

LIVE LIFE TO THE
ULTRA
 THE SUPERIOR
 LIGHT BEER
 2.6 GRAMS CARBS • 95 CALORIES



Michelob ULTRA
 SUPERIOR LIGHT BEER
 2.6 GRAMS CARBS
 95 CALORIES
 4.2% ALC/VOL
 12 FL. OZ.

LANCE ARMSTRONG
 7-time Tour de France Champion

MichelobULTRA.com

SLEEK. SLIM. SOPHISTICATED.
 THE WHOLE PACKAGE.



The refreshingly light taste of **ULTRA** is now available in the 12 oz. slim can.

95 CALORIES 2.6g CARBS • LIVE LIFE TO THE ULTRA.

Responsibility Matters

©2008 Anheuser-Busch, Inc. Michelob ULTRA is a registered trademark of Anheuser-Busch, Inc. All rights reserved. 2.6g carbs, 95 calories and 4.2% alc/vol per 12 oz.



Understand what the brand means to consumers



MONT[®]
BLANC

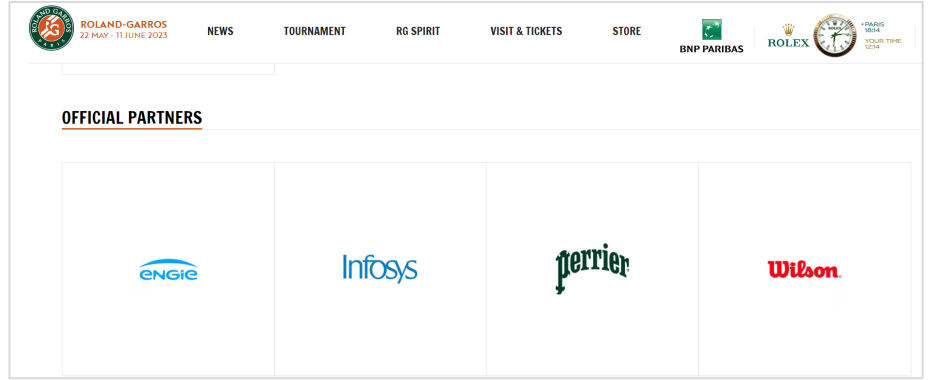


Use a full range of marketing activities to build brand equity



Given proper support sustained over the long term





**Bloomberg
Businessweek**

Forbes



Coca-Cola

Disney

Walmart 

L**V**

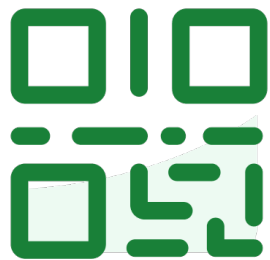



TikTok


TESLA

Strong brands differentiate, sell, and strong brands are
held in high esteem
profitable

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What are other attributes that make a brand powerful?





What are attributes of the strongest brands in the home furnishings category?





What hurdles do you face when it comes to increasing the power of your brand?



WRAY | WARD

Understand the importance of awareness
as well as lead generation

Know the importance of cross selling and upselling

Sell their solutions and how they help customers
succeed with features as support

Stay relevant to their existing customers
while pursuing prospects