



The power of brands

This Christmas 1000's of men will get this coffee cup...



Just because it has 'that' logo on it



It's not any better than any other coffee cup



yet it will be the only choice for many

It is 10 times more expensive than the other coffee cup



the one without the logo

and it will be harder to buy one



But this is not just any old coffee cup



that logo makes it magical!

The owner is transformed from a nobody



into a bad ass rebel



A free spirit



Someone a bit different

I know, it's hard to believe, it's just a coffee mug, right?



but it's 100% true

That is the magic of branding



Let's drink to it. Cheers!



Branding  
It's not a mug's game

[www.melbournebranding.com](http://www.melbournebranding.com)