# There are many other different types of company BUT the most successful are brand lead.



Fashion Lead - Acquisition Lead - Advertising Lead - Technology Lead

## BENEFITS OF BEING BRAND LEAD...

# **PROFITABILITY**

A brand lead company can charge more for a product because people perceive it to be worth more.





231.5 Million units sold



**PRODUCT LEAD** 

1.7% OF GLOBAL SMART PHONE PROFIT

319.7 Million units sold

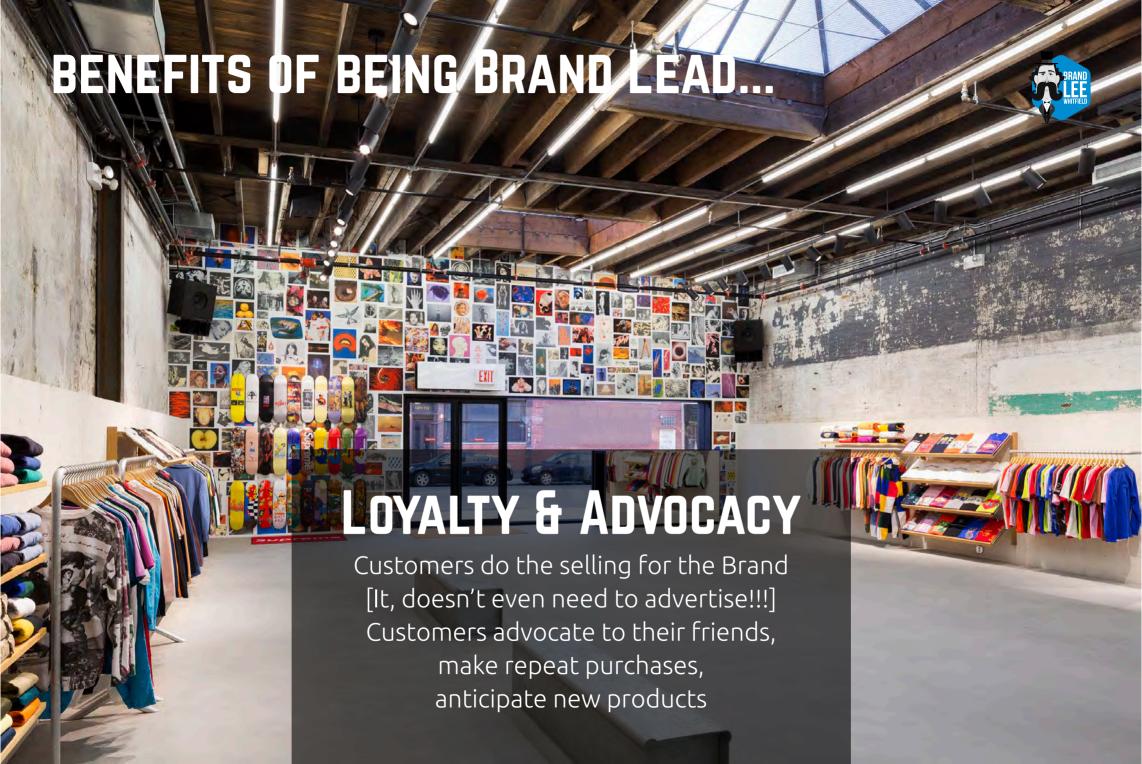


#### BENEFITS OF BEING BRAND LEAD...



#### BE REMEMBERED

Consumers very quickly understand what does/offers, if there's is a single, clear essence.





## BENEFITS OF BEING BRAND LEAD...

# **EXTENDIBILITY**

Gives a brand the ability to more EASILY break into different sectors, with the same idea.











CUSTOMERS WORLDWIDE

EMPLOYEES IN 35 COUNTRIES

GLOBALLY IN ANNUAL REVENUE AND GROWING



FACEBOOK























