FIND YOUR FORMULA AUDIT
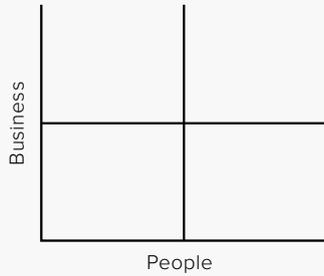
A CODING SYSTEM FOR GROWTH

BRAND

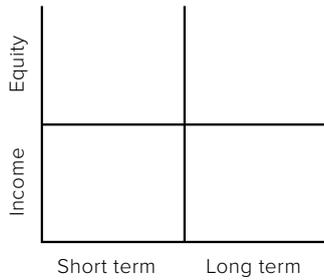### Brand choices

Brand ladder
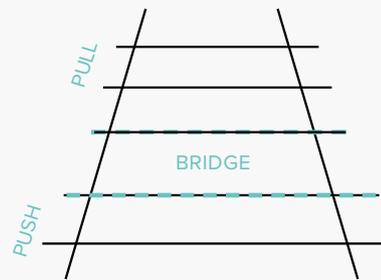
PRODUCT

Product Portfolio

Product Architecture Pyramid
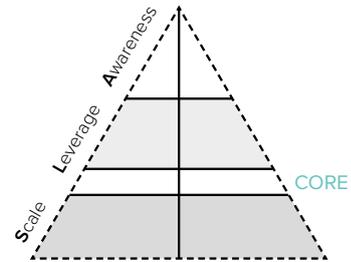
CHANNEL

Push v Pull
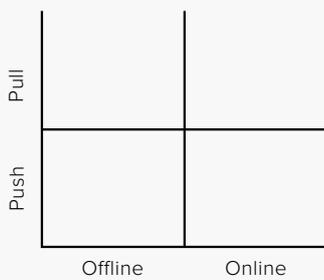
Channel Dial
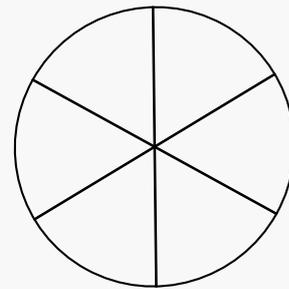
SALES

Business Models

Campaign Ladder

BUILD YOUR BRAND • GROW YOUR BUSINESS
IMPACT AN INDUSTRY • **SHIFT THE WORLD**

ONE EARTH