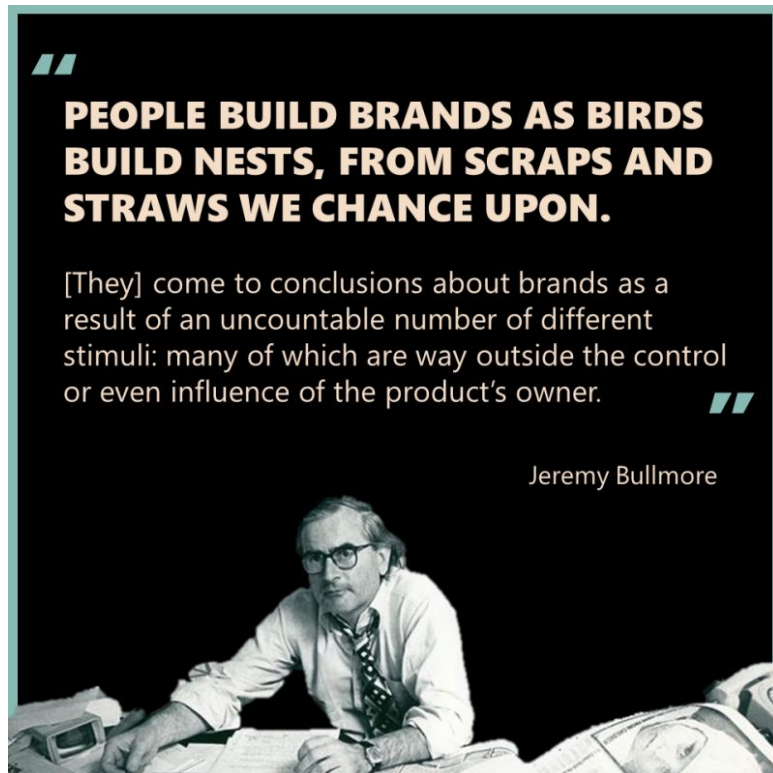


Ask what consumers do with brands

Many agencies and even more marketing advisors, pride themselves on their ability to build brands. But of course neither group builds brands because brands are built in people's heads.



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