

# 10 New Rules of Branding

Like all your marketing, your brand is subject to economic, cultural and demographic shifts. So you need to regularly audit your brand to see what's working, and what's not.

Simon Williams of Sterling Brands has written the following article.

Published originally in Brand Republic in December 2005, we've put his text verbatim into this PDF so you can benefit from his wisdom.

*Simon says: "In the face of constantly evolving consumers and exploding new media options, marketers need to regularly get a fix on their tool kits to see what's still working or not. Annually, we take a deep dive into emerging market trends and patterns to detect what makes successful brands.*

*The result of this effort is "The 10 New Rules of Branding," and while they may not offer the solution to every marketer's situation, they can provide some useful guidelines to the nuances one should consider when aiming for the stars."*

We've also included space in this document for you to make your own notes against specific points.









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