

POWER YOUR BRAND WITH POWER DRIVEN QUOTES

BY DR KKJOHAN

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“POWER YOUR BRAND WITH POWER DRIVEN QUOTES”

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**I HAVE
ONLY
ONE MESSAGE**

**MY BRAND
IS
MY MESSAGE.**

DR KKJOHAN



FORWARD

IMAGINE A WORLD WITHOUT BRANDS, WHAT WOULD LIFE BE LIKE? BRANDS ARE AN INTEGRAL PART OF OUR LIVES AND OUR LIVES REVOLVE AROUND BRANDS. BRANDS ADD COLOURS TO OUR LIVES AND MAKE IT PURPOSEFUL AND MEANINGFUL.

THE ART OF BUILDING A BRAND IS A JOURNEY THAT TAKES US THROUGH DIFFERENT TERRAINS OF UNFORGETTABLE MOMENTS AND EXPERIENCES THAT SPUR US AHEAD TO THE SWEET SMELL OF SUCCESS.

YOU WILL FIND A GREAT COLLECTION OF BRANDING QUOTES PERSONALLY WRITTEN BY ME ABOUT MY BRAND JOURNEY AND MY BRAND EXPERIENCE. SO FAR, I HAVE WRITTEN ALMOST 1000 BRANDING QUOTES AND NO ONE HAS DONE IT BEFORE. THIS VOLUME IS THE BEGINNING OF A SERIES OF BRANDING QUOTE BOOKS THAT I AM EMBARKING ON. MY INTENTION IS TO SIMPLIFY THE COMPLEXITY OF BRANDING AND THE PERPLEXITY OF BUILDING A BRAND TO INSPIRE YOUR INTEREST IN BRANDS AND BRANDING SO THAT EVERYONE CAN BRAND. IF I CAN, SO CAN YOU. IF MY QUOTES SUCCEED TO AWAKEN YOU TO THE IMPORTANCE OF BRANDS AND BRANDING, THEN I WOULD HAVE SUCCEEDED IN CREATING BRAND AWARENESS IN YOU. THESE QUOTES ARE INSPIRATIONAL AND I AM SURE YOU WILL ENJOY READING IT AND BE MOTIVATED TO TAKE AFFIRMATIVE ACTION TO BUILD YOUR BRAND TO BECOME A MARKET LEADER AND THE WORLD'S NO.1 BRAND.

IN LIFE, WE MUST BE DRIVEN BY DREAMS, IN BUSINESS WE MUST BE DRIVEN BY BRANDS!



**DR. KKJOHAN
PRESIDENT**

**WHY YOU SAY
WHAT YOU SAY
AND
HOW YOU SAY**

**SAYS IT ALL
ABOUT
YOUR BRANDING.**

DR KKJOHAN



THE BRAND POWER



**ALL GREAT BRANDS
HAVE
A GREAT STORY
TO
BEGIN WITH**

**THE WORLD
NEEDS
TO HEAR IT
TO KNOW IT.**

DR KKJOHAN



**MAKE A MARK
FOR YOUR BRAND**

**YOUR BRAND
IS
THE SIGN OF DISTINCTION
THE SYMBOL OF EXCELLENCE
THE STAMP OF SUCCESS.**

DR KKJOHAN



**THE GREATEST LEGACY
ONE CAN PASS ON
TO THE NEXT GENERATION
IS YOUR BRAND**

**YOUR GREATEST GIFT
THEIR GREATEST ASSET.**

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BRAND ACTIVATION!

**ACTIVATE YOUR BRAND
TO
ENERGISE YOUR BRAND.**

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BRANDS & BRANDING IS THE BUZZWORD TO BUSINESS SUCCESS.

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**EVERYTHING
ABOUT THE BRAND
IS THE BUSINESS**

**EVERYTHING
ABOUT THE BUSINESS
IS THE BRAND.**

DR KKJOHAN



THE BRAND IS THE BACKBONE OF THE ECONOMY

THE CREATION OF WEALTH.

DR KKJOHAN



**BRAND INVEST
IS ABOUT CREATING
YOUR BRANDPRINT**

**THE BEST INVESTMENT
IS INVESTING
IN
YOUR OWN BRAND.**

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**VALUE
YOUR BRAND
FOR
YOUR BRAND
HAS
GREAT VALUE.**

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**IF YOU ARE NOT
A BRAND
YOU ARE
A COMMODITY**

**BRAND ALWAYS
COMMANDS
A PREMIUM.**

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**YOUR BRAND
IS
THE GEM
OF
YOUR BUSINESS
AND
THE CROWN
OF
YOUR EMPIRE.**

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THE ART OF BRANDING



BRANDING IS MY MISSION!

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**BE
A MISSIONARY
FOR YOUR BRAND
AND
A VISIONARY
FOR YOUR BRANDING**

**HAVE THE VISION
FOR YOUR MISSION.**

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**BRANDING
STARTS
FROM
YOUR
INNERMOST
THOUGHTS
AND
EXPRESSES
FROM
WITHIN
TO
WITHOUT.**

DR KKJOHAN



**BRANDING
ELEVATES
THE VALUE
OF
YOUR BRAND
FROM
NOTHING
TO
SOMETHING
TO
EVERYTHING.**

DR KKJOHAN



**BRANDING
IS
THE MATTER
OF
THE HEART
AND
THE HEART
OF
THE MATTER.**

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**BRANDS
WITHOUT
BRANDING
IS
MISSING THE MARK**

**BRANDS
WITH
BRANDING
IS
MAKING THE MARK.**

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**EVERYONE KNOWS
THE BRANDING
BUT
NOT EVERYONE KNOWS
THE BRAND**

**KNOW THY BRAND
TO
LIVE THY BRANDING.**

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**BRANDING
IS
THE TRUE MESSAGE
OF
WHAT YOUR BRAND
TRULY STANDS FOR

YOUR
BRAND DEFINITION.**

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**DON'T SAVE AND STINGE
ON YOUR BRAND**

**BE GENEROUS AND SPEND
ON YOUR BRAND
BECAUSE
YOUR BRAND IS WORTH IT
AND
HAS GREAT WORTH.**

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**CAPITALISE ON
YOUR BRAND
BECAUSE
YOUR BRAND
IS
YOUR REAL CAPITAL.**

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**DON'T UNDERESTIMATE
THE POWER
OF YOUR BRAND**

**BRAND IT TODAY
TO
BUILD IT FOR TOMORROW.**

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**DON'T BE ONE DIMENSIONAL
IN YOUR BRANDING**

**BE A
MULTIDIMENSIONAL BRAND.**

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**ADVERTISING
WILL ONLY LAST
FOR A DAY
BRANDING
WILL LAST
FOR A LIFETIME**

**BRAND
YOUR WAY
FORWARD
FOR
THE FUTURE
OF
YOUR BRAND.**

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**BRAND WISE
IS
THE NEW SMART
FOR BRANDING
THE DIFFERENCE
BETWEEN
KNOWING WHY
AND
KNOWING HOW
BE A BRAND GENIUS.**

DR KKJOHAN



**ADVERTISING IS ABOUT
CREATING AWARENESS**

**MARKETING IS ABOUT
CREATING SALES**

**BRANDING IS ABOUT
CREATING VALUE**

YOUR BRAND VALUE.

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A WHOLESOME BRAND CONSISTS OF INTERNAL AND EXTERNAL BRANDING.

DR KKJOHAN



BE A MARATHON BRAND

**EVERY
BREATHE
MOVE
AND
STEP
YOU TAKE**

**LET YOUR ADRENALINE FLOW
AND
ENLIVEN YOUR BRAND SPIRIT.**

DR KKJOHAN



**BUILD A POLE POSITION
FOR
YOUR BRAND
TO MAKE IT
SHINE AND LUSTRE**

**SOLIDIFY
YOUR BRAND.**

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CAPTIVATE THE SPIRIT OF BRAND EXCELLENCE THROUGH YOUR BEST BRANDING PRACTICES.

DR KKJOHAN



THE IMPORTANCE OF BRAND AWARENESS



**ANIMATE
YOUR BRAND
SHAPE IT
SHAKE IT
SHARE IT**

BRAND IT.

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**BRAND MATTERS
A MATTER OF PRIDE**

**NOTHING MATTERS
BEYOND THAT.**

DR KKJOHAN



**BRAND
STARTS
WITH
A
VISION**

**PASSION
BRINGS
IT
ALIVE.**

DR KKJOHAN



**VISION AND VALUES
OF
BRANDING
ARE
INTEGRAL
TO
YOUR BRAND SUCCESS.**

DR KKJOHAN



**CREATIVITY
AND
INNOVATION
CREATE
BRAND
SUSTAINABILITY
AND
POSSIBILITY.**

DR KKJOHAN



**INGENUITY
AND
CONSISTENCY
STRENGTHEN
BRAND
POSITIVITY
AND
VISIBILITY.**

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ENGAGEMENT AND EXPERIENCE INSPIRE BRAND AFFINITY AND UNITY.

DR KKJOHAN



**DEDICATION
AND
DEVOTION
BUILD
BRAND
LOYALTY
AND
CONTINUITY.**

DR KKJOHAN



**THERE ARE 4 KINDS
OF BRANDS**

**THE GOOD
THE BAD
THE UGLY
THE GREAT**

**BE EXCEPTIONALLY GREAT
BE A GREAT BRAND.**

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**ALWAYS
ASPIRE
TO
INSPIRE**

**IF YOUR BRAND
DOES NOT INSPIRE
IT WILL EXPIRE**

BRAND INSPIRES!

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**BE A ZENITH BRAND
WITH
ZEAL AND ZEST
THE ENVY OF ALL.**

DR KKJOHAN



**AIM HIGHER
REACH HIGHER
SOAR HIGHER
TO INFINITY
AND
BEYOND**

**THE SKY IS THE LIMIT
FOR YOUR BRAND.**

DR KKJOHAN



**THE GREATEST ASSET
IS
YOUR BRAND**

**FAILING WHICH
IS
YOUR GREATEST REGRET**

BUILD YOUR BRAND ASSET.

DR KKJOHAN



**NEVER SAY NEVER
FOR YOUR BRAND
AND
NEVER LET THE CHANCES
SLIP BY
FOR YOUR BRAND.**

DR KKJOHAN



**THERE IS
NO ACCIDENTAL BRAND
ONLY
INCIDENTAL BRAND**

**HAVE
INTENTIONAL PURPOSE
TO BUILD
A LASTING BRAND**

**A LEGENDARY BRAND
IS BUILT OVER YEARS
NOT OVERNIGHT.**

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THE QUALITIES OF A DYNAMIC BRAND

**BORDERLESS
TIMELESS
LIMITLESS.**

DR KKJOHAN



**A BRAND
THAT CAPTURES
THE EYE
CREATES A FASHION**

**A BRAND
THAT CAPTURES
THE MIND
CREATES A LIFESTYLE**

**A BRAND
THAT CAPTURES
THE HEART
CREATES A CULTURE.**

DR KKJOHAN



**BUILD
A BRAND THAT
SHAKES
AND
SHAPES
THE WORLD**

**A BRAND THAT
SHAKES THE WORLD
SHAPES THE WORLD.**

DR KKJOHAN



**BE AN
UNSTOPPABLE BRAND
THAT IS SO GREAT**

**BE AN
UNSHAKEABLE BRAND
THAT IS SO STRONG**

**BE AN
UNSURMOUNTABLE BRAND
THAT IS SO POWERFUL**

THAT HAS NO CHALLENGE!

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THE BRAND COMMITMENT



**BE COMMITTED
TO
YOUR BRAND
AND
YOUR BRAND
WILL
BE COMMITTED
TO
YOU**

**BRAND COMMITMENT
PAYS OFF.**

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**BUILDING
A BRAND LEGACY
IS
MORE THAN
BRAND PROFITABILITY**

**PAY IT FORWARD
FOR
YOUR BRAND.**

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THE 4 Ws FOR BRANDING

**IF YOU DON'T
BUILD YOUR BRAND
THEN WHO?**

**IF YOU DON'T
HAVE A PURPOSE
FOR YOUR BRAND
THEN WHAT?**

**IF YOU DON'T
DRIVE YOUR BRAND
THEN WHEN?**

**IF YOUR BRAND
IS NOT SUCCESSFUL
THEN WHY?**

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**GOOD
BETTER
BEST**

**ALWAYS AIM
FOR
THE BEST
BECAUSE
COMPLACENCY
KILLS
THE BRAND.**

DR KKJOHAN



**YOU ARE
EVERYTHING
TO
YOUR BRAND**

**YOUR BRAND
IS
EVERYTHING
TO YOU.**

DR KKJOHAN



**THE QUALITY
OF
YOUR BRAND
LIES IN
THE DETAILS**

**LOVE YOUR BRAND
TO
LOVE THE DETAILS**

BE A QUALITY BRAND.

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**CHALLENGE YOUR BRAND
SO THAT NO ONE
CAN CHALLENGE YOU**

**LIVE UP TO
YOUR BRAND CHALLENGE.**

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**THERE IS ONLY
ONE PRIORITY
FOR YOUR BRAND**

**KEEP BRANDING
YOUR BRAND
THAT'S IT.**

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**SHOW OFF
THE TRUE COLOUR
OF YOUR BRAND**

**GROWTH
AND
DEVELOPMENT
ARE SIGNS OF
BRAND MATURITY**

**BE PATIENT
STAY TRUE
TO YOUR BRAND
TIME AFTER TIME.**

DR KKJOHAN



**ANYTHING IS POSSIBLE
IF YOU ARE
TRULY PASSIONATE
ABOUT YOUR BRAND**

YOUR PASSION PAYS!

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**ALWAYS
DO BETTER
AND
BE BETTER
FOR YOUR BRAND**

**COMPLACENCY
KILLS YOUR BRAND
COMMITMENT
PAYS OFF
FOR YOUR BRAND.**

DR KKJOHAN



THE COUNTRY BRANDING



**WEAK NATIONS HAVE
WEAK BRANDS**

**STRONG NATIONS HAVE
STRONG BRANDS**

**GREAT NATIONS HAVE
GREAT BRANDS**

**WHAT ABOUT
YOUR NATION?**

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**BIG BRANDS
BUILD BIG NATIONS**

**DON'T BE TRAPPED
IN STAGNATION
USE YOUR
IMAGINATION**

**BE A NATION
OF
BIG BRANDS.**

DR KKJOHAN



**A COUNTRY'S
BRANDS AND BRANDING
MAKES
A COUNTRY GREAT**

**BRAND A COUNTRY
WITH
GREAT BRANDS
TO
MAKE
YOUR COUNTRY GREAT.**

DR KKJOHAN



**A MIGHTY NATION
WILL
NEVER BE
COLONISED
TERRORISED
MARGINALISED**

**LIBERALISE
YOUR NATION
WITH GREAT BRANDS**

**GLOBALISE
YOUR NATION'S BRANDS.**

DR KKJOHAN



**BLOOD, SWEAT AND TEARS
LEAD
TO
GLORY, HONOR AND SUCCESS**

**THAT'S THE STORY
OF
YOUR COUNTRY BRANDING**

**COUNTRY BRANDING
FOR
COUNTRY BUILDING.**

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**THE PEOPLE
ARE THE COUNTRY'S
BRAND AMBASSADORS**

**THEY ARE
TOUCHPOINTS
OF
THE NATION.**

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**IF YOU DON'T BUILD
YOUR BRAND IDENTITY
YOU WILL BE HELPING
OTHERS TO BUILD THEIRS**

**YOUR COMPETITORS
WILL ALWAYS
BRAND YOU NEGATIVELY
IF YOU DON'T DEFINE
YOUR OWN BRAND**

**DON'T BUILD
OTHER PEOPLE'S BRANDS
AT THE EXPENSE OF
YOUR OWN BRAND.**

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THE BRAND EXPERIENCE



**IF YOUR BRAND
DOESN'T MOVE YOU
IT CAN'T
MOVE OTHERS**

**HAVE A HEART
FOR
YOUR BRAND.**

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**A BRAND
THAT PUTS
A SMILE
ON YOUR FACE
BRINGS
SATISFACTION
TO
THE HEART
CONTENTMENT
TO
THE SOUL.**

DR KKJOHAN



**GREAT BRAND
CONNECTS
AND
CREATES
A STRONG EMOTIONAL BOND
IN
THE DEEP RECESSES
OF
THE CONSUMER.**

DR KKJOHAN



**BE THE SOUL
OF YOUR BRAND**

**SPEAK
YOUR BRAND MESSAGE
THAT TOUCHES
THE HEARTS OF MANY.**

DR KKJOHAN



PERSUASIVE BRANDING ENGAGES THE HEART AND THE MIND OF CONSUMER TO THE BRAND.

DR KKJOHAN



**DON'T OVER PROMISE
AND
UNDER DELIVER**

**LIVE UP TO YOUR
BRAND PROMISE
AND
ALWAYS DELIVER.**

DR KKJOHAN



**BE A TOUCHPOINT
OF
BRAND EXPERIENCE
TO
ENGAGE YOUR AUDIENCE**

**BRAND WELL
TO
STAY WELL.**

DR KKJOHAN



**ENRICHING
BRAND EXPERIENCE
ENHANCING
BRAND VALUE**

**THAT IS THE BEST
YOU CAN DO
FOR YOUR BRAND.**

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**BRAND FASCINATION
LEADS TO
HIGHER EXPECTATIONS
AND
STRONG EMOTIONS
THAT MAKE
THE DIFFERENTIATION.**

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THE BRAND LEADER



I AM THE BRAND

**I TAKE ON
BRAND LEADERSHIP
IN
CHAMPIONING
MY BRAND.**

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**A STRONG LEADER
BEGETS
STRONG BRAND**

**IT'S NOT THE BRAND
THAT FAILS
IT'S THE LEADERSHIP
THAT FAILS
THE BRAND.**

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**A BRAND LEADER
MUST
DARE TO DREAM
AND
LIVE THAT DREAM
OF
INFINITE POSSIBILITIES.**

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**MAKE NO APOLOGIES
FOR YOUR BRAND
BE A DEFENDER
AND
BE A SUPPORTER
OF YOUR BRAND**

BE YOUR BRAND ACTIVIST.

DR KKJOHAN



**A BRAND LEADER
MUST ALWAYS
TAKE CHARGE
TAKE CONTROL
TAKE CARE
OF HIS BRAND.**

DR KKJOHAN



**IN A
BRAND DRIVEN RACE
ONLY
THE ASTUTE
AND
AGILE
WILL TRIUMPH**

**RACE
FOR YOUR BRAND.**

DR KKJOHAN



**BE THE VANGUARD
OF YOUR BRAND
GUARD YOUR BRAND
ZEALOUSLY
JEALOUSLY**

**BE PROTECTIVE
BE POSSESSIVE
OVER YOUR BRAND.**

DR KKJOHAN



**THE STRATEGIC INTELLIGENCE
OF BRANDING
IS SMART BRANDING
TO BRAND INTELLIGENTLY
WITH
INTELLECTUAL
CAPABILITY
TO BUILD
A WORLD CLASS BRAND.**

DR KKJOHAN



**THE SCIENCE
OF
GREAT BRAND LEADERSHIP
IS ABOUT BEING
TECHNOLOGICALLY
SCIENTIFICALLY
CREATIVELY
AND
INNOVATIVELY
BRAND DRIVEN.**

DR KKJOHAN



**DISCIPLINE IS THE PILLAR
OF BRAND SUCCESS
WITHOUT IT
YOU CAN NEVER BUILD
A GREAT BRAND
NO MATTER WHAT
NO MATTER HOW.**

DR KKJOHAN



RAISE YOUR LEADERSHIP BY RAISING THE BAR.

DR KKJOHAN



THE BRAND SUSTAINABILITY



**TO BUILD
BRAND SUSTAINABILITY
YOU MUST UNDERSTAND
THE ART OF BRANDING
AND
YOU MUST KNOW
THE SCIENCE OF BRANDS.**

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**BE A BRAND DYNAMO
TO POWER
YOUR WAY
TO GREATER
BRAND SUCCESS.**

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**RETROFIT YOUR BRAND
WITH
STATE-OF-THE-ART
TECHNOLOGY
AND
CATAPULT
YOUR BRAND
TO THE WORLD**

**THE WORLD IS IN NEED
OF SUCH BRAND.**

DR KKJOHAN



**ADOPT
POSITIVE BRANDING
TO
ENHANCE
YOUR
BRAND CONNECTIVITY
AND
CONTINUITY
TO
ELIMINATE
NEGATIVE PERCEPTION.**

DR KKJOHAN



CREATE THE FUTURE THROUGH BRANDS & BRANDING

YOUR BRAND YOUR FUTURE.

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INTERNATIONALISE YOUR BRANDING TO GLOBALISE YOUR BRAND

BE A GLOBAL BRAND.

DR KKJOHAN



**MONETISE
YOUR BRAND**

**WITHOUT WHICH
YOUR BRAND
IS USELESS
AND
WORTHLESS.**

DR KKJOHAN



THE BRAND SUCCESS



MIND YOUR BRAND MIND YOUR BUSINESS.

DR KKJOHAN



**SCORE
FOR YOUR BRAND**

**MAKE
YOUR BRAND SCORE**

**BE
THE TOP SCORER
FOR YOUR BRAND.**

DR KKJOHAN



**BE A BLUE OCEAN BRAND
NOT A RED OCEAN BRAND
IN A BIG OCEAN
OF
OPPORTUNITIES
AND
POSSIBILITIES**

FIND YOUR OCEAN.

DR KKJOHAN



**BRAND MUST BE
THE CENTER
OF
ALL THINGS
TO
PUT EVERYTHING
BACK IN
THE CENTER.**

DR KKJOHAN



**PERFECTION
IS
THE SIGNATURE
OF
A MASTERPIECE
WITH
MORE TO COME**

**BE
BRAND PERFECT
FOR A
PERFECT BRAND.**

DR KKJOHAN

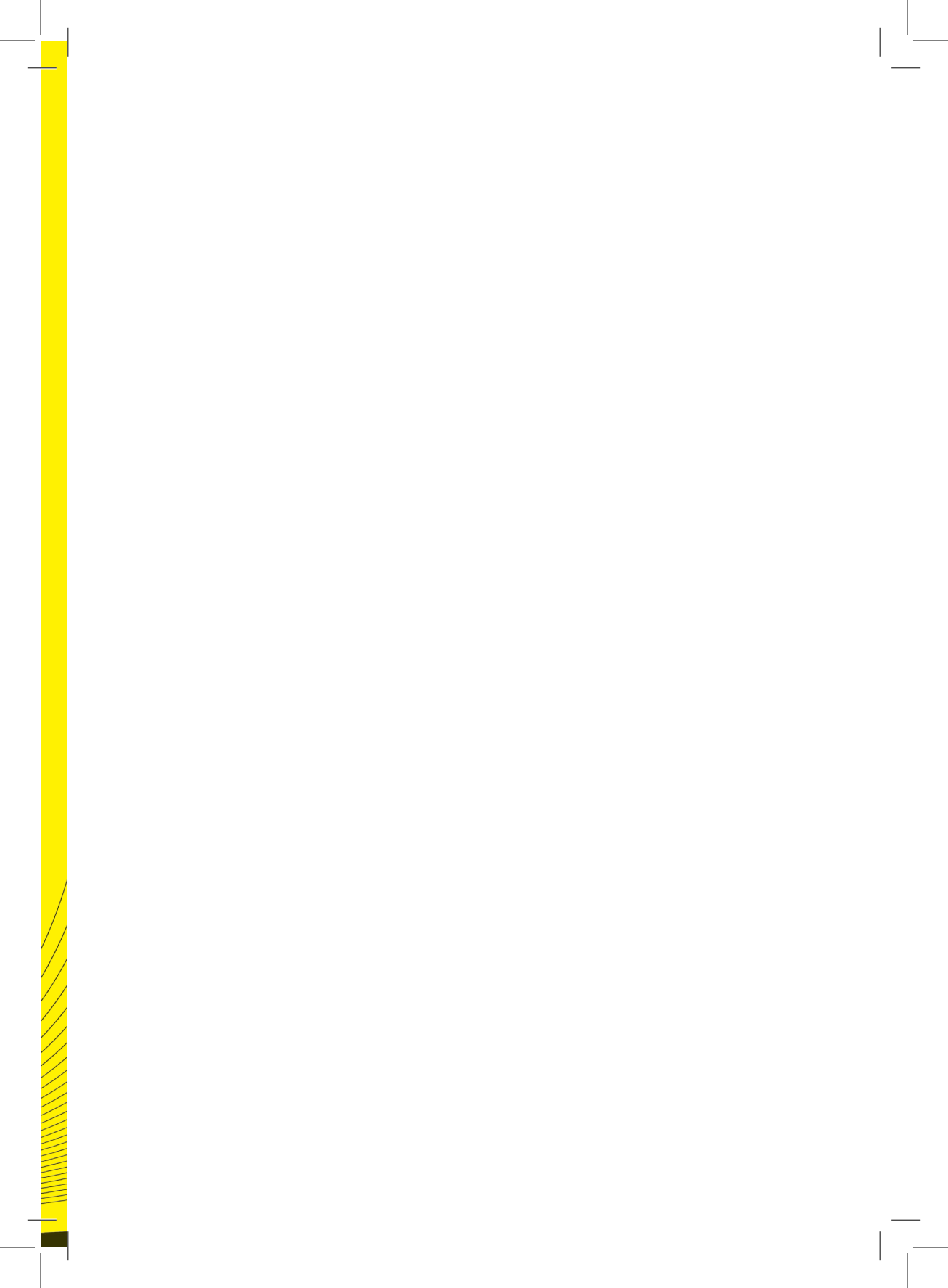


**BE AHEAD OF TIME
TO
STAY AHEAD
FOR
YOUR BRAND

YET A TIMELY BRAND.**

DR KKJOHAN







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**THE BRAND
LAUREATE**
THE AWARDS FOR BRANDS & BRANDING



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