***Cliches context***

1. Select at least five brands from within your category. (Don't have a clear category? Weird Or Normal? will help you find one.)

2. Gather marketing materials for each brand, especially websites, ads and packaging (if relevant).

3. Review these materials and write down following commonalities that come up:

**Functional promises**

*Are there any basic promises that more than one of these brands make (even if phrased differently)?*

**Emotional promises**

*Do more than one of the brands try to make the consumer feel the same way (e.g., safe, sexy, etc.)?*

**Style**

*Do any of these brands look the same aesthetically? What patterns can you spot?*

4. Any striking features that occur in multiple brands make up the conventional landscape that you must subvert in some way in your strategy (try ***Contrarian Value). Refer back to these notes in*** future to ensure your brand never relies exclusively on any of these commonalities.