***Brand Stretch Context***

**Prove you really mean what you say by exploring the wider potential of your brand offering away from your core business operations.**

What do you get for the brand that has it all? You're clear. You're sexy. You're differentiated. You're doing everything right. There's only one thing left: brand stretch. The ultimate flex.

Think Red Bull inventing new sports, or Lego producing The Lego Movie, or the GoPro awards for the most awe-inspiring photography. This is where you go beyond business and become a cultural icon.

1. Gather your team in an informal off-site location.

Share with them:

* your value offering ( Value Mining)
* your brand platform (Power Platform)
* your 'Why' (The 'Why')
* what you 'believe' (The Philosopher)

2. As a group, discuss potential manifestations of the brand in each of the following categories in turn:

* Events: concerts, sports tournaments, festivals, communities - what could your brand host?
* Contests: what battles or challenges would it make sense for your brand to sponsor/organize?
* Platforms/communities: could you create a space for people to connect and collaborate under shared interests and values?
* Cause campaigns: what relevant social or environmental causes could you spearhead? Content/entertainment: documentaries, podcasts, books, full-blown movies - could you stretch to this?

3. Use these ideas for marketing or as profit centers in their own right. They prove you are serious about what you offer.