

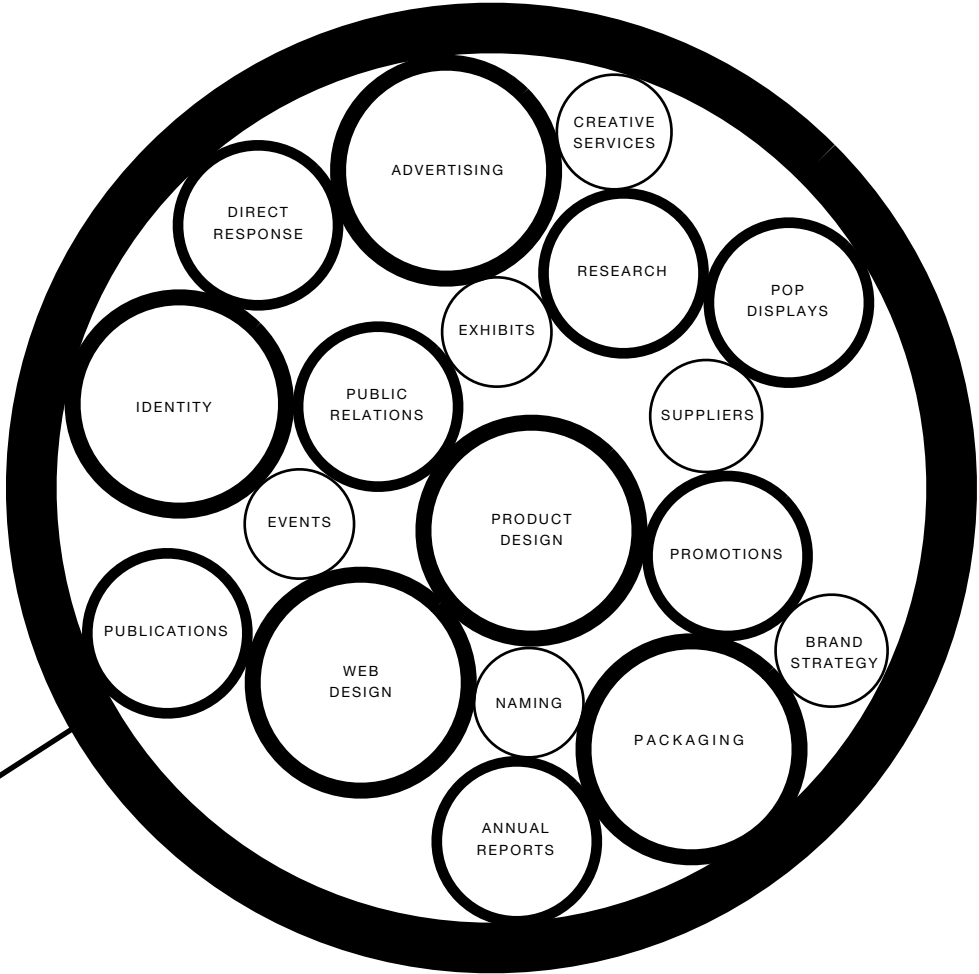
The **ONE-STOP SHOP** contains the resources to develop and steward the brand.



Easy to manage
Promise of consistency



Little choice of teams
Little ownership of brand



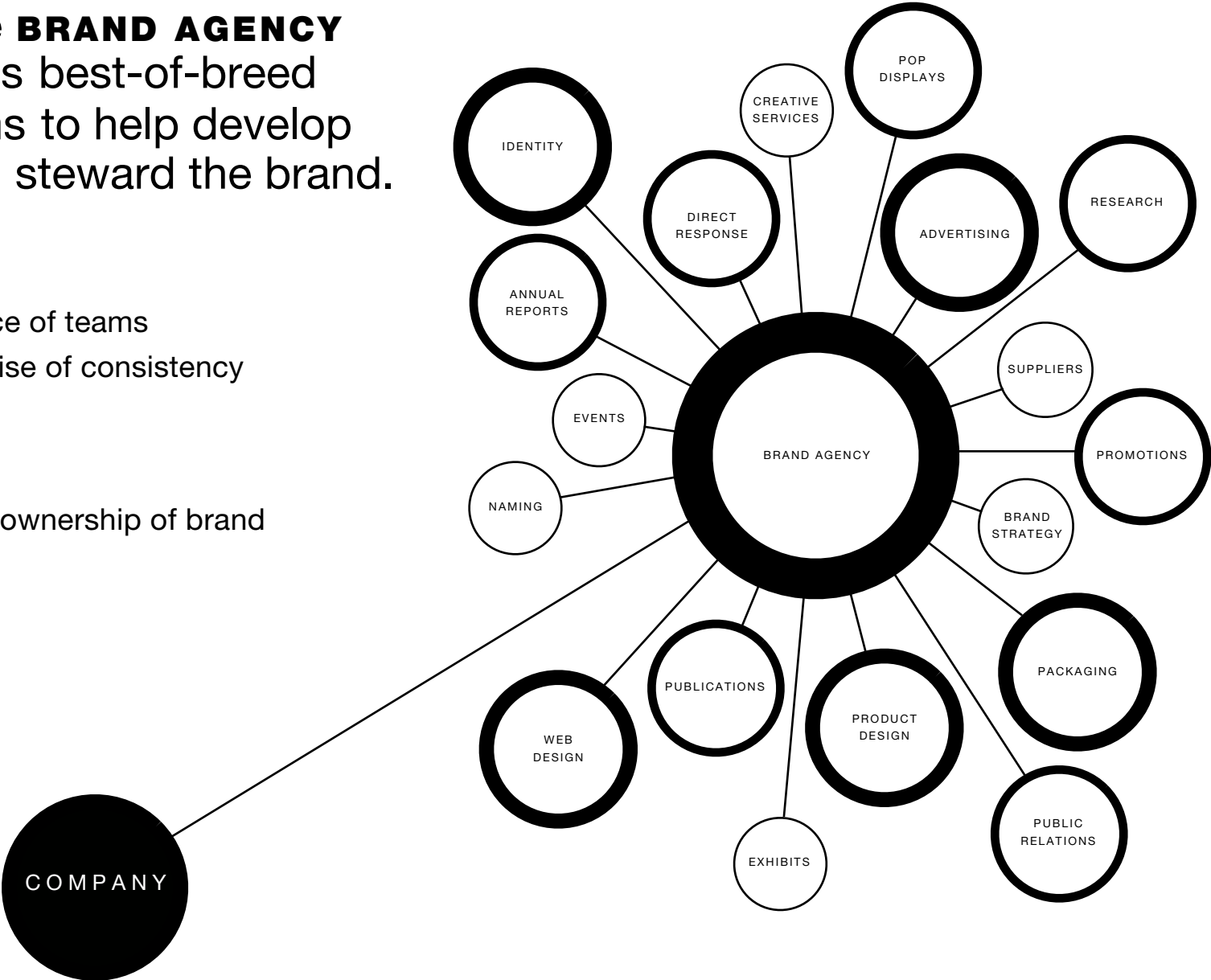
The **BRAND AGENCY** hires best-of-breed firms to help develop and steward the brand.



Choice of teams
Promise of consistency



Little ownership of brand



The **INTEGRATED BRANDING TEAM** is managed internally with open collaboration among best-of-breed specialists.



- Easy to manage
- Promise of consistency
- Ownership of brand



Difficult to manage

