



Some of the questions we've been answering for our clients and partners:

- How can an Asian niche brand continue to differentiate itself and remain the most attractive choice among numerous competitors?



- How does a global house of brands consolidate its vast research material to segment its customers and position its brands in a simpler and more actionable way?



- How does a top Asian brand understand, reach out to, and provide relevant solutions for a new generation of European consumers?



The simple answer?
By integrating research, strategy,
expression, and innovation.

For a more detailed answer to your brand's challenge, connect with Span at:
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And check the latest interview with Jeff McFarland in Brand Age Essential magazine (Thai edition) on our [Links page](#).