



# Challenging the Big Brands: How New Brands Win Market Share with Innovative Design

*Judith Evans, Cheryl Dangel Cullen*

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Today we know Gateway, Federal Express, and Virgin Atlantic Airline as market leaders, but once upon a time, they were "challenger brands." Scores of books explore the business side of world-class branding, but until now, no book has addressed the critical role that graphic design strategy plays in successfully launching new brands into the marketplace.

*Challenging the Big Brands* offers brand creators, graphic designers, and advertising executives an inside look at the graphic design elements that have helped transform unknown companies into household names. Illustrated throughout with dozens of successful graphic design strategies, this in-depth exploration shows the finished pieces that distinguished the campaign from those of their competitors. Each case study includes insights -- both from the client company and the design firm -- on the creative processes behind the projects and the brilliant moves that helped catapult them to the top.

Distilling valuable lessons from international brand success stories, this visual guide is a must for anyone involved in launching new brands into a competitive market.

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