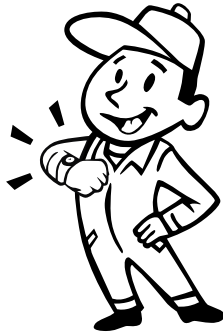




Plumber A
always arrives looking great



Plumber B
always arrives and
finishes on time



Plumber C
offers the lowest price

Differentiation contributes to brand expectation.

How are *you* differentiated from your competitors?
