

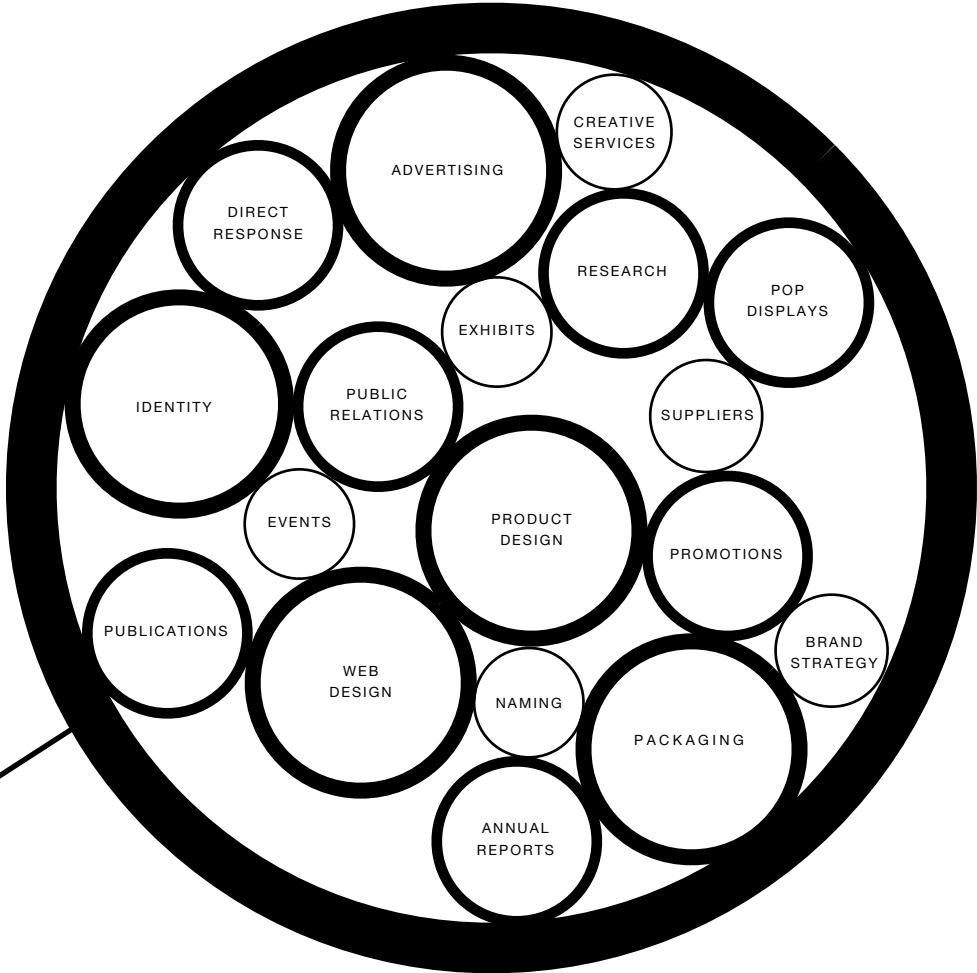
The **ONE-STOP SHOP** contains the resources to develop and steward the brand.



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

