

Signal VS Noise

Starbucks reportedly explored a potential Chipotle acquisition



Reports that Starbucks explored a possible acquisition of Chipotle have raised questions about strategic expansion and future growth opportunities. No deal has been confirmed, and Starbucks [Read More](#)

Nestlé takes its drinks brands to the NBA



Nestlé is expanding its connection with younger consumers through a major international partnership with the National Basketball Association. The initiative spans 21 countries across four continents and features consumer brands including Milo, Nesquik and Nescau. Rather than relying exclusively on conventional [Read More](#)

Ford creates a dedicated role for brand naming



Ford has created a dedicated role to oversee naming across its vehicle portfolio and in-car features. As automotive companies introduce more products, technologies and connected services, choosing names that are distinctive, memorable and [More](#)

Tesco sharpens its value positioning through customer experience



Tesco is building on its customer satisfaction performance with a sharper value proposition and a brand platform designed to surprise customers. The approach [Read More](#)

PepsiCo cuts its outlook as its North American recovery slows



Facing rising costs and softer demand in North America, PepsiCo has lowered its annual profit-growth forecast and stepped up cost-cutting efforts. The development highlights the challenge of protecting profitability [Read More](#)

China's tax scrutiny adds pressure to luxury brands



Increased tax scrutiny of wealthy Chinese consumers is creating another challenge for luxury brands already navigating uncertain demand in key markets. The situation highlights how local economic [Read More](#)

Flex Your Mind

Think Beyond the Product. Spot the Strategy Behind the Idea.

A global sportswear brand notices that customers are not just buying its products they are building communities around fitness, sharing their progress, and motivating each other online. Instead of focusing only on product features, the brand creates experiences that bring these communities together and encourage long-term participation.

What strategy is this?

- A. Experiential Marketing**
- B. Community-Led Marketing**
- C. Product Marketing**
- D. Retargeting**

Can you spot the strategy?

Email your answer to **connect@vegabison.com**

