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Nobody loves a
brand that's stuck
in the middle.

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moving brands upmarket.
If this is the direction you wish
to take your brand, give us a
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“My dream?
Run-of-the-mill.”

“Do you have
something
mediocre
you can
show me?”

“Not too fancy,
not too cheap.
Make mine
ordinary.”

“I’m longing for
average, but I’d
settle for typical.”