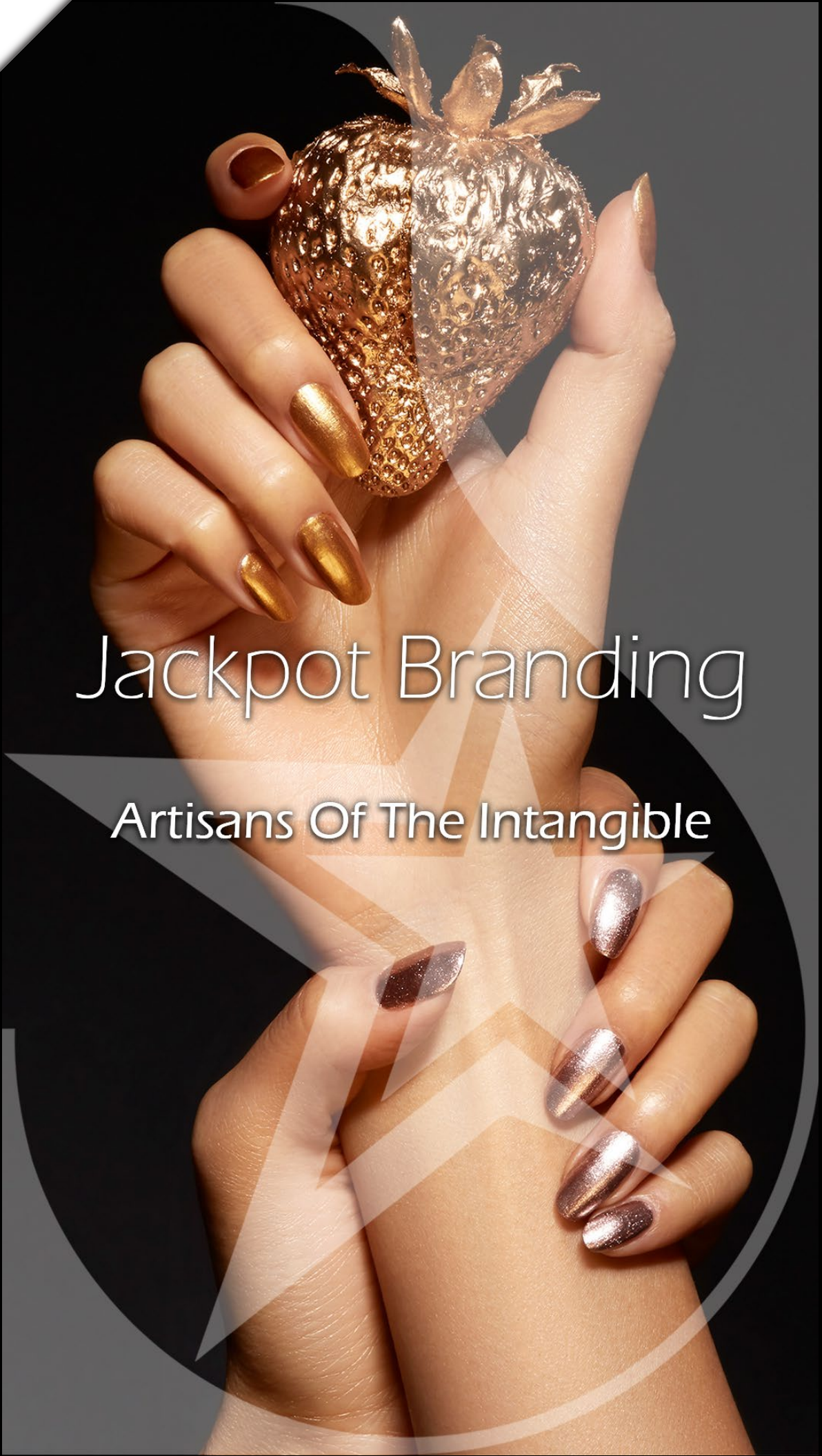




Jackpot Branding

Artisans Of The Intangible





To Be Glorious®
tobeglorious®
tobeglorious.co.uk
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supplement to the main
presentation in video
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JUST DO IT.[®]



Is A Powerful Three-Word *Instruction*

To Be Glorious[®]

Is A Powerful Three-Word *Suggestion*

Instructions might incite conflict.

There is no greater power to affect the human mind, than the power of suggestion.



To Be Glorious[®]

Is an unchallengeable suggestion, because it's what we all want in some shape or form, relative to the particular contexts of our lives.

Whether embodied as a Brand itself, a Sub-brand or a Slogan for either, it is a valuable corporate asset that has the potential to reap billions of dollars.

If sufficient money is spent to promote this three-word IP asset, it has the potential to become one of the most recognised and popular trademarks of all time.



To Be Glorious®

“*To Be*” is the most common verb in the English language and all languages in the entire world.

“*Glory*” and “*Glorious*” originate from Latin and have been in human language for a long time; they are well recognised and understood.

All perceived values of “*To Be Glorious*” are only positive.

“*To Be Glorious*” is a form of Emotional Branding.



To Be Glorious®

Empowering: Conveys a sense of upliftment and strength, suggesting that the brand or product enables consumers to feel confident and in control.

Luxurious: Implies opulence and high-end appeal, making it an ideal association for brands in the luxury goods sector that offer premium products or services.

Inspirational: Implies that the brand serves as a source of inspiration, encouraging consumers to aspire to their best selves or achieve great things.

Aspirational: Indicates that the brand represents something consumers aspire to attain, embodying ideals or lifestyles they desire.

Radiant: Suggests a glowing, vibrant quality associated with an appealing lifestyle, wellness, health, beauty, and vitality, applicable to many industries.



To Be Glorious[®]

Elevated: Implies a level of sophistication and high quality, suggesting that the brand stands above competitors in terms of excellence and experience.

Innovative: Points to a forward-thinking and inventive approach, suitable for technology, fashion, or any industry pushing the boundaries of what's possible.

Timeless: Connotes a sense of enduring value and appeal, indicating that the brand or product is not just a trend but has lasting significance.

Passionate: Reflects a deep commitment and enthusiasm for what the brand does, suitable for any company that prides itself on passion-driven work and products.

Unifying: Suggests a sense of community and togetherness, indicating that the brand brings people together or stands for shared values and experiences.



To Be Glorious®

Aligns With Most Business Sectors

Fashion / Beauty
Jewelry / Watches / Luxury Goods
Live Sports / Sports Merchandise
Technology / Telecoms
Gambling
Video Gaming / Toys
Pharmaceuticals
Automotive
Financial Services
Soft / Energy / Alcoholic Drinks
...and many more.

Suitability is in the mind of the beholder.



To Be Glorious®

"To Be Glorious" embodies a versatile and expansive essence that seamlessly integrates into a diverse array of business sectors, products, and services.

This adaptability is not merely about the widespread application of a phrase but signifies a strategic branding masterpiece capable of invoking a sense of aspiration, achievement, and excellence in every interaction.

"To Be Glorious" serves as a universal call to action, an invitation to consumers and businesses alike to strive for greatness, no matter the sector, product or service.

It encapsulates a promise of quality and a lifestyle aspiration that is both inclusive and exclusive, appealing to a broad audience while maintaining a sense of uniqueness and prestige.

The brilliance of "To Be Glorious" lies in its ability to not only adapt to different markets but to elevate them, promising an experience or product that is not just satisfactory, but truly remarkable.



Be Renewed And Secured
For The Future

Stake An Exclusive Claim

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