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leading brand licensing
professionals, household
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inspiring individuals,
Canalichio has created a
measured and proven "Think
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truly help your brand first
expand, grow successfully,
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through the LASSO Method by
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expansion and licensing
strategist, outlines five
steps to growing a brand
through the LASSO (lateral,
addictive, storied,

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scalable, and own-able)
framework: laterally
Global Brands Through The
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expanding the brand beyond
its operating sector into
wider life categories,
making the brand addictive,
using stories, making the
brand scalable, and knowing
what the brand owns and
protecting ownership.

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needs to be done to
consistently and sustainably
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