

The Brand Strategy

Audience Description

As a real person. Their needs and motives as they enter the market for your brand of service or product.

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| <u>Current Thoughts and Behavior.</u> | <u>What's in It for Me?</u> <u>Why Should I Believe You?</u> <u>Brand Personality.</u> | <u>Desired Thoughts and Behavior.</u> |
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