

PEOPLE WHO INFLUENCE ME

VALUES I HOLD

CONTENT TO ENGAGE ME

TOPICS TO INTEREST ME

CHANNELS TO REACH ME

BRANDS I ADMIRE

PAINS

SO TELL ME

SO TELL ME

GAINS

YOUR BRAND STANDS FOR

I THINK & FEEL

WHAT REALLY MATTERS TO ME?
WHAT OCCUPIES MY MIND?
WHAT ARE MY WORRIES AND ASPIRATIONS?

I SEE

WHAT ARE OTHERS LIKE ME DOING?
WHAT COMPETITORS AM I LOOKING AT?
WHAT IS MY BOSS LOOKING FOR?

I HEAR

WHAT ARE FRIENDS, FAMILY, BOSS AND INFLUENCERS SAYING TO ME?

I SAY & DO

WHAT AM I OUTSPOKEN ABOUT?
HOW HAS MY BEHAVIOUR CHANGED?
HOW DO I WANT TO BE PERCEIVED?

INSERT LOGO HERE

