



CUSTOMER TRENDS

CUSTOMERS

HOW TO USE

1. Customer Trends
2. Customers
3. Customer Insights
4. Industry Trends
5. Competition
6. Industry Insights
7. Strategic Opportunity
8. Brand Purpose
9. Competencies & Benefits
10. Values & Personality
11. Brand Experience

COMPETITION

INDUSTRY TRENDS

STRATEGIC OPPORTUNITY

CUSTOMER INSIGHTS

BRAND BENEFITS

BRAND
PURPOSE

BRAND PERSONALITY

INDUSTRY INSIGHTS

BRAND EXPERIENCE