

Integrated Marketing

Who's Your Consumer?

- Driving insight
- Demographics
- Lifestyle & interests
- Favorite brands
- Media habits

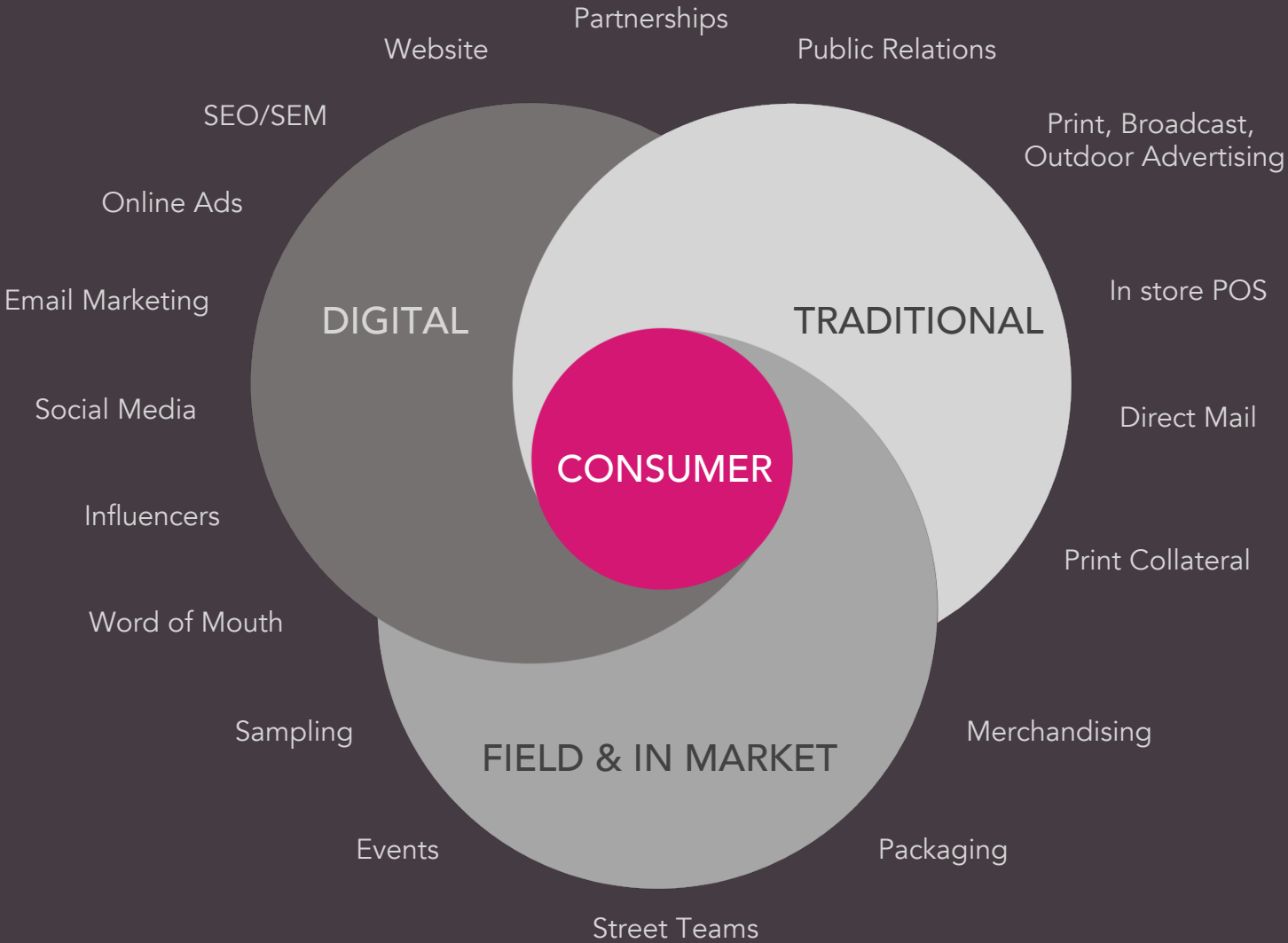
Who's Your Brand?

- Ownable point of difference
- Claims & benefits
- Brand personality
- Reasons to believe
- Positioning & ethos

What's Your Objective?

- Awareness
- Traffic
- Engagement
- Word of mouth & referrals
- Trial & repeat purchase

Focus & Integrate



Thank You!

cultivatecreations.com