

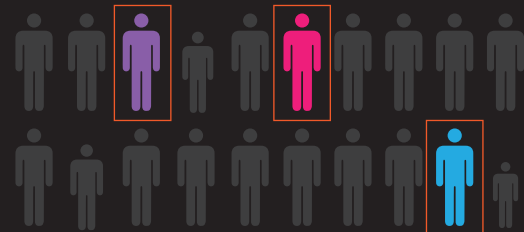
ABRAND NEW *consumer*

STEP 01 - IDENTIFYING CONSUMERS

An assorted deck of representative images of people layed out to identify potential consumer/customer profiles.



Identifying the top 3 profiles.



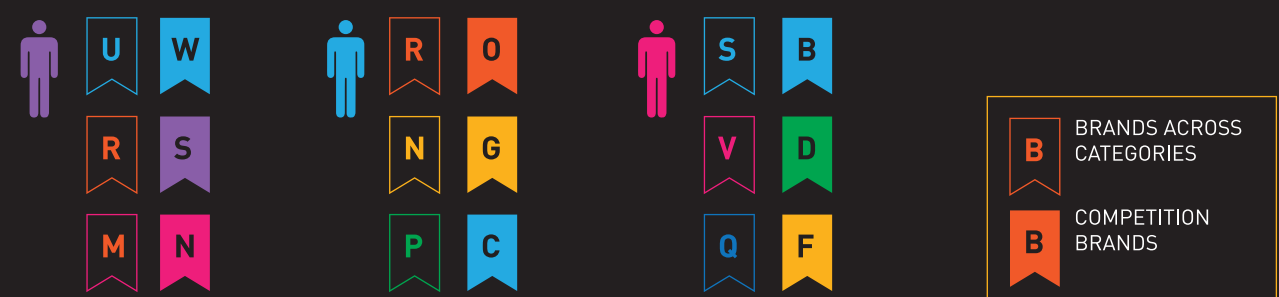
STEP 02 - ARTICULATING & PLOTTING

Describing the consumer profile by articulating his possible preferences, brand world, lifestyle, habits, etc. followed by crisply plotting attributes defining him/her.



STEP 03 - IDENTIFYING CHOICES

Identifying the brands the consumer/customer profile is most likely to purchase/use in general and from the competition-scape.



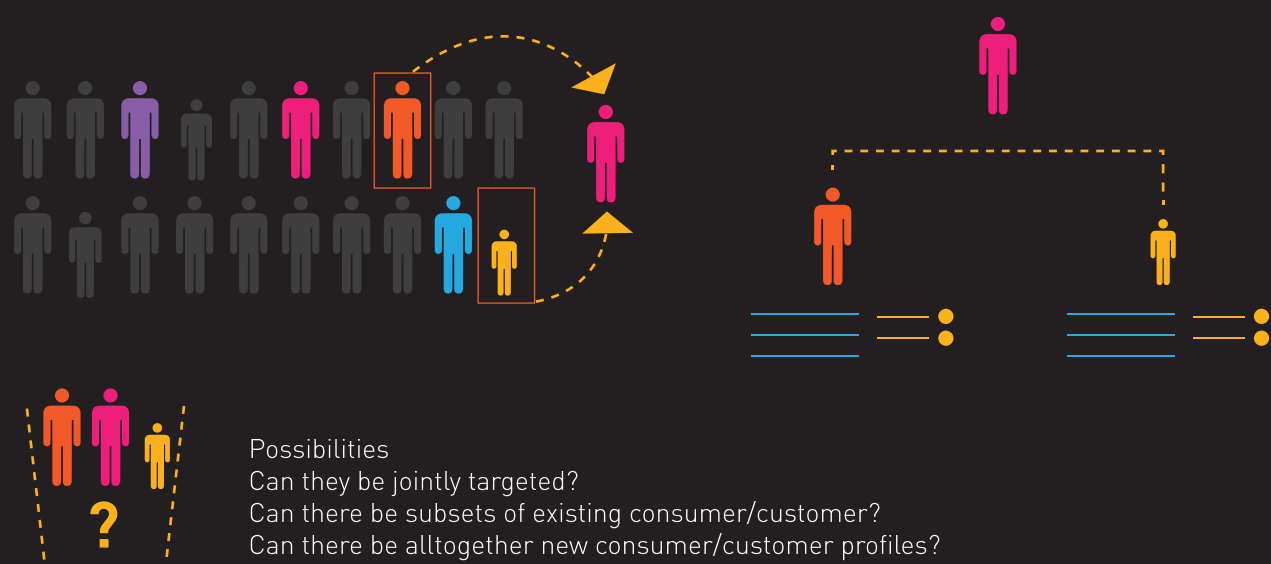
STEP 04 - RE-EVALUATE

Re-evaluate changes in the description or attributes if any in the consumer/customer profile.



STEP 05 - LOOK FOR INFLUENCERS

Picking out potential influencers of the selected consumer/customer profiles. Describing them, drawing out their attributes and identifying relationships/influencers that can be leveraged further or spot emerging possibilities.



PUTTING IT ALL TOGETHER

Consolidating all observations, learnings and inferences together to freeze upon the final consumer/customer profile/s for our brand.



THE CHOSEN CONSUMER/CUSTOMER PROFILE