

# BRAND ATTRIBUTES

CULTURE



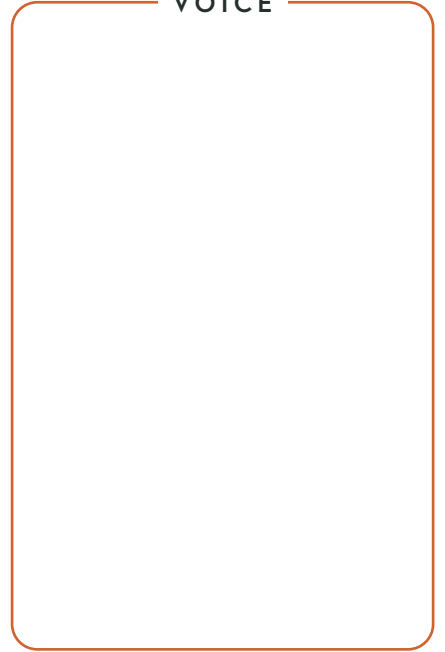
ARCHETYPE



CUSTOMER



VOICE



VISUAL



FEEL



DIFFERENCE



IMPACT

