



Knowledge Workshop Presentation Brand Anatomy

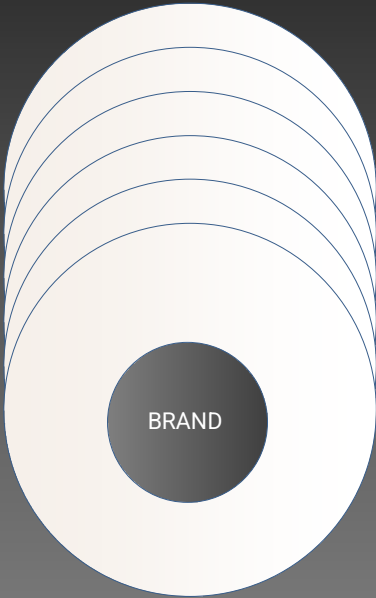
James Raphael
Feeney Marketing

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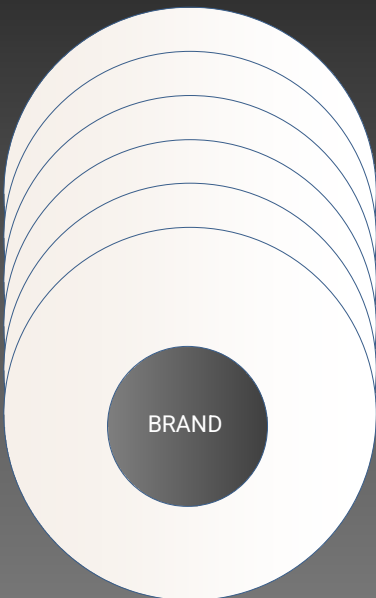
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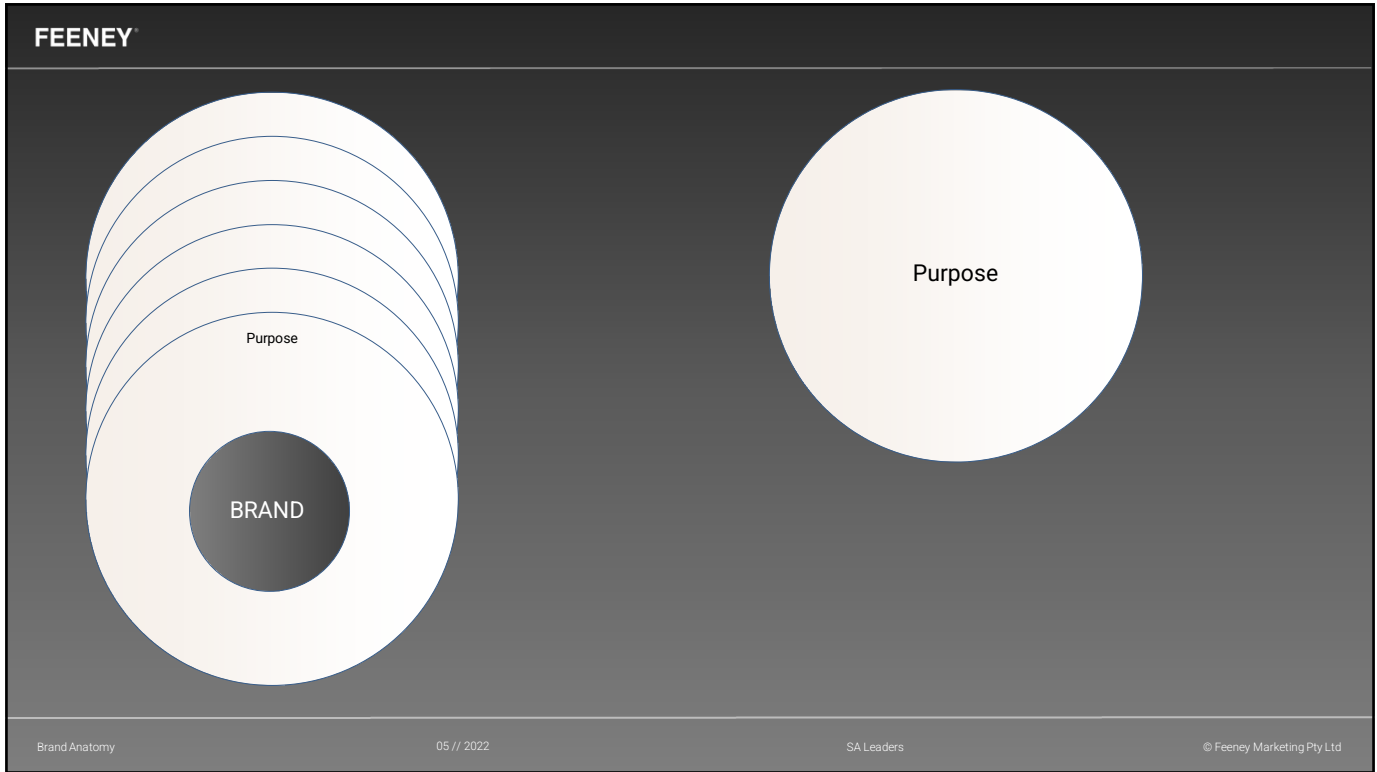
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Your brand is often described as the heart and soul of your business.

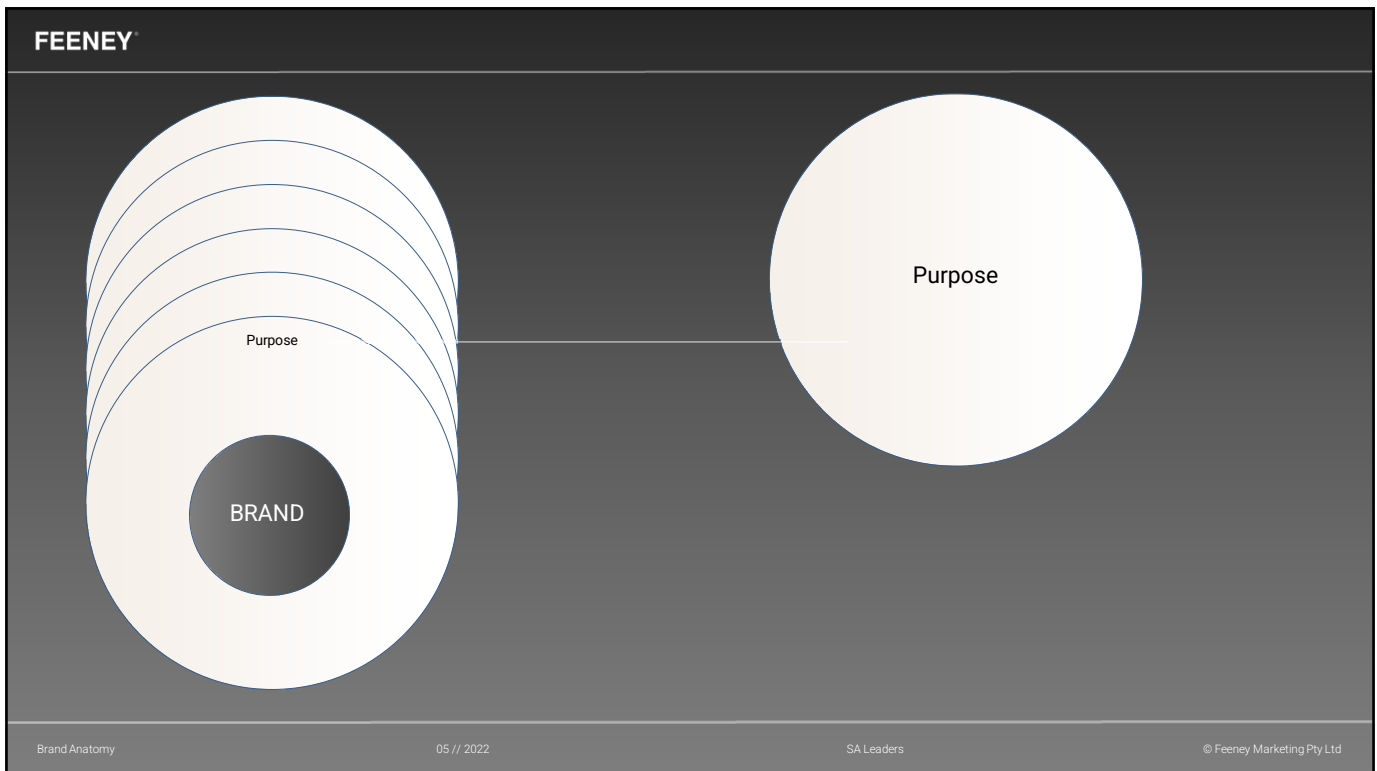
However, a brand has a layered anatomy of its own, that when examined thoroughly, can uncover the cause of pain points and highlight opportunities to improve the health and strength of your brand.

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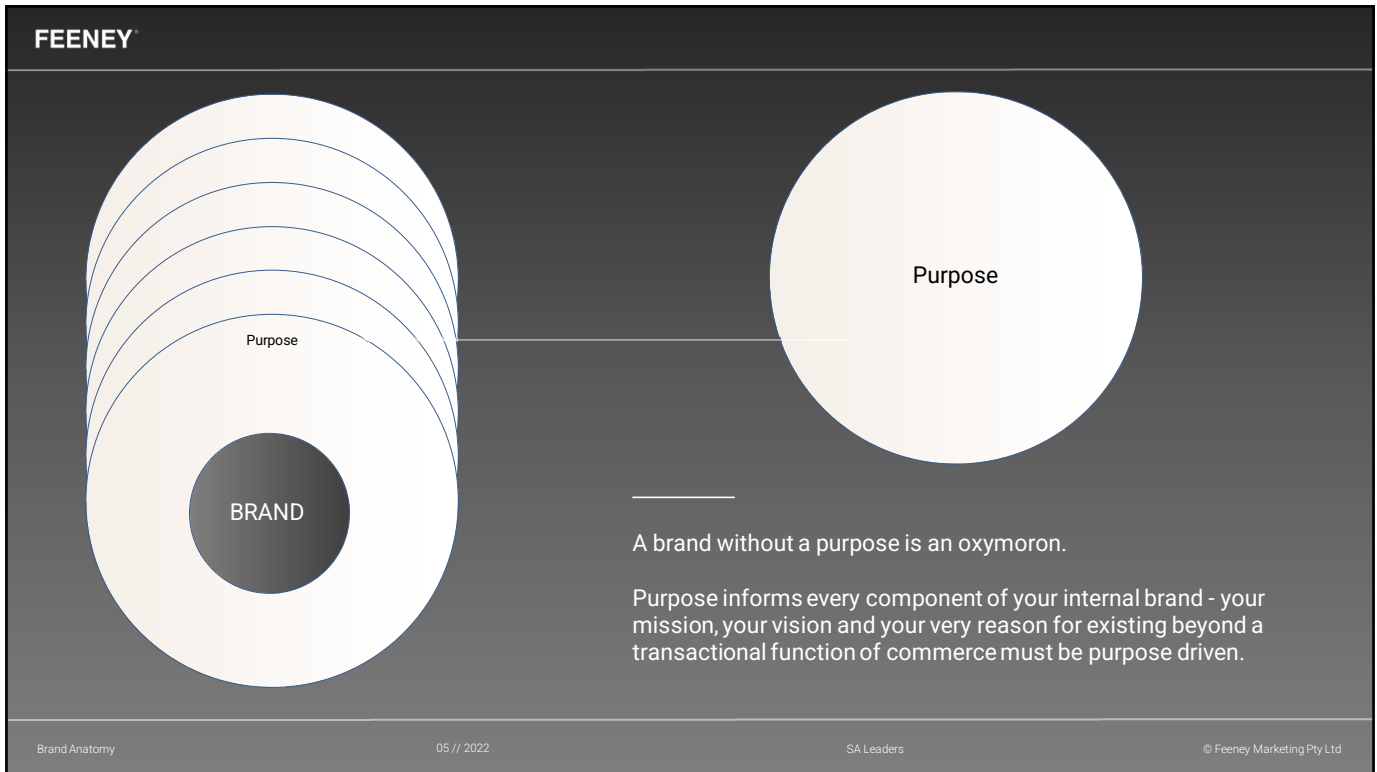
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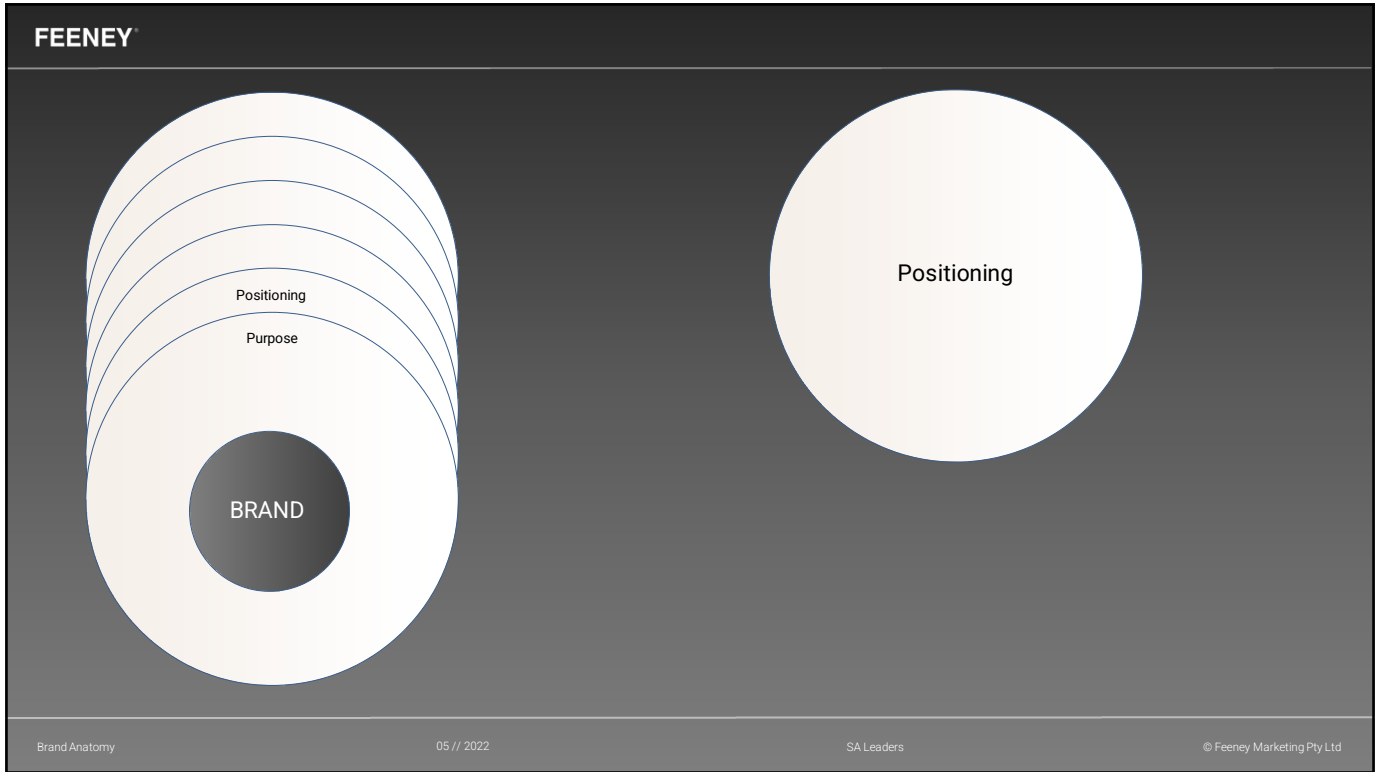
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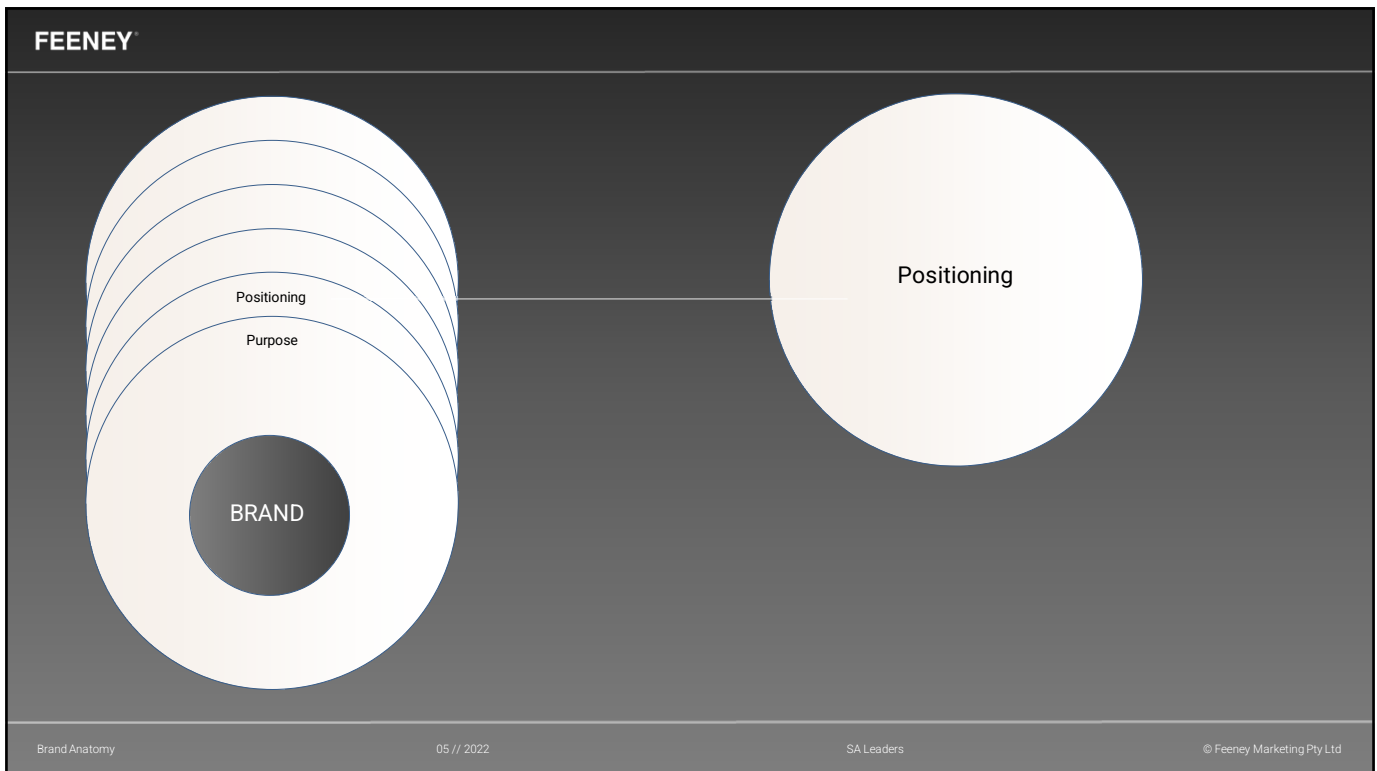
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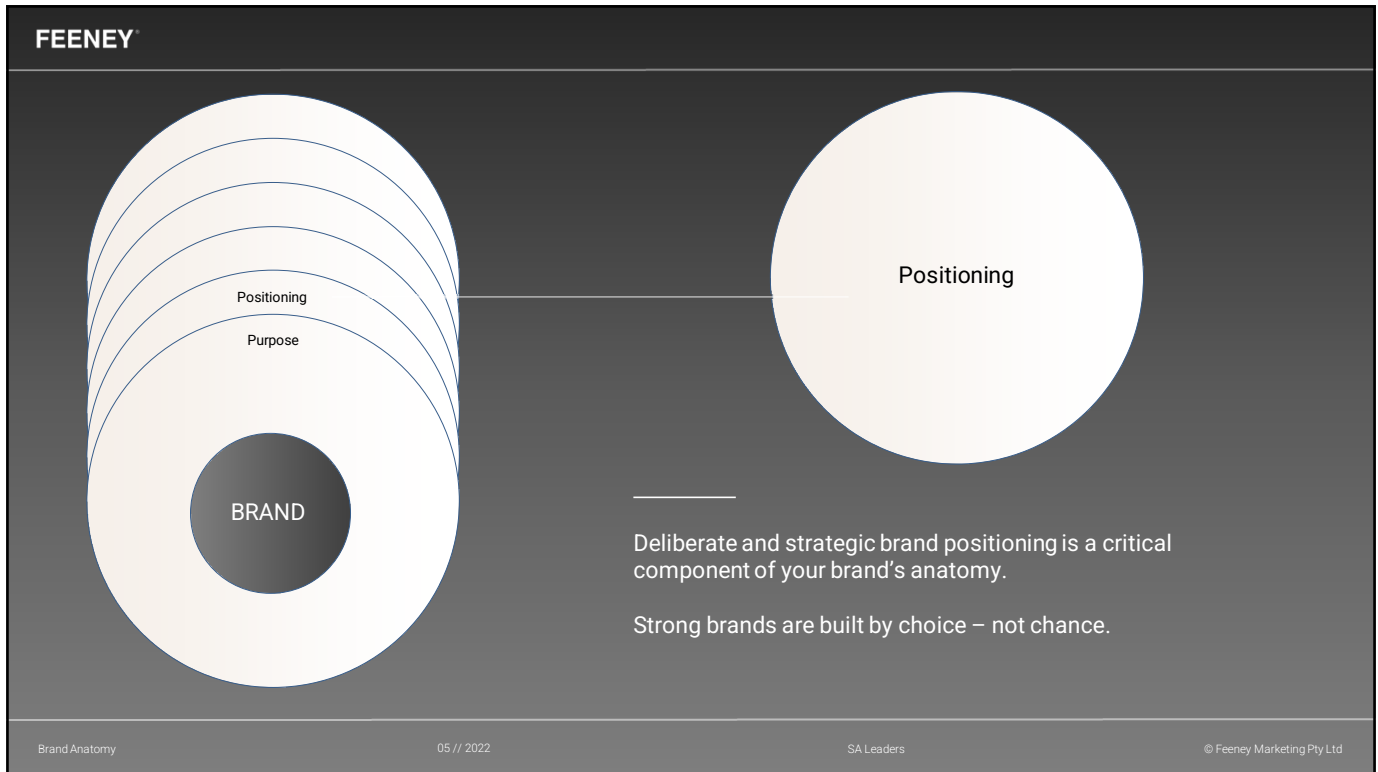
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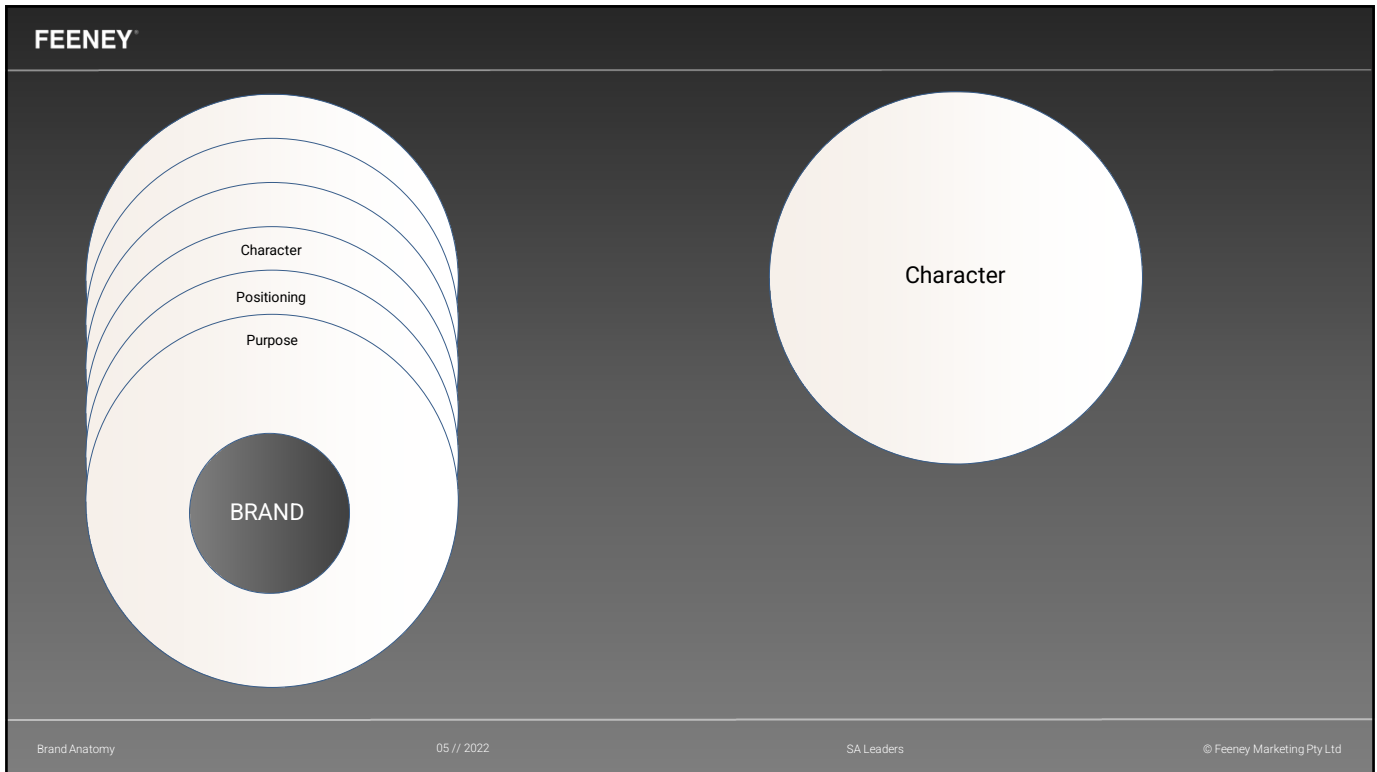
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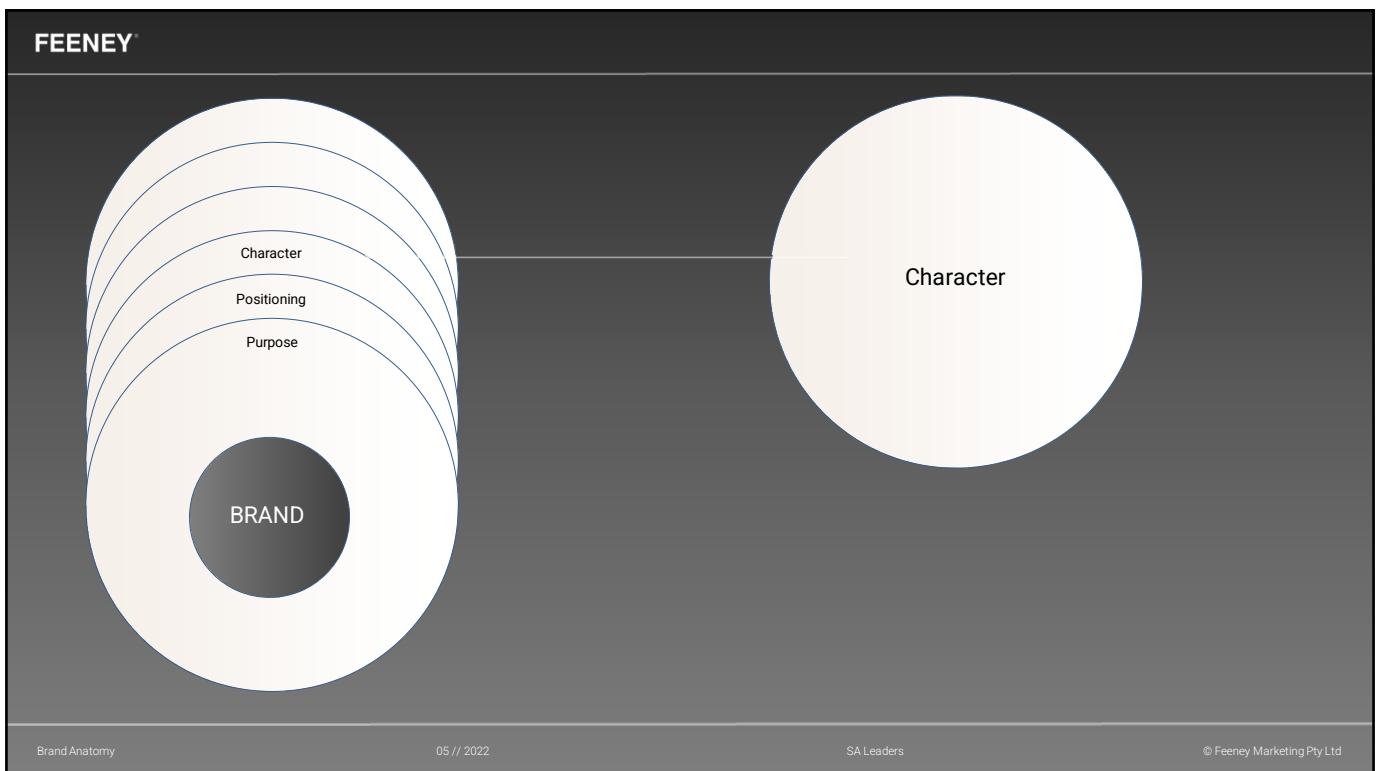
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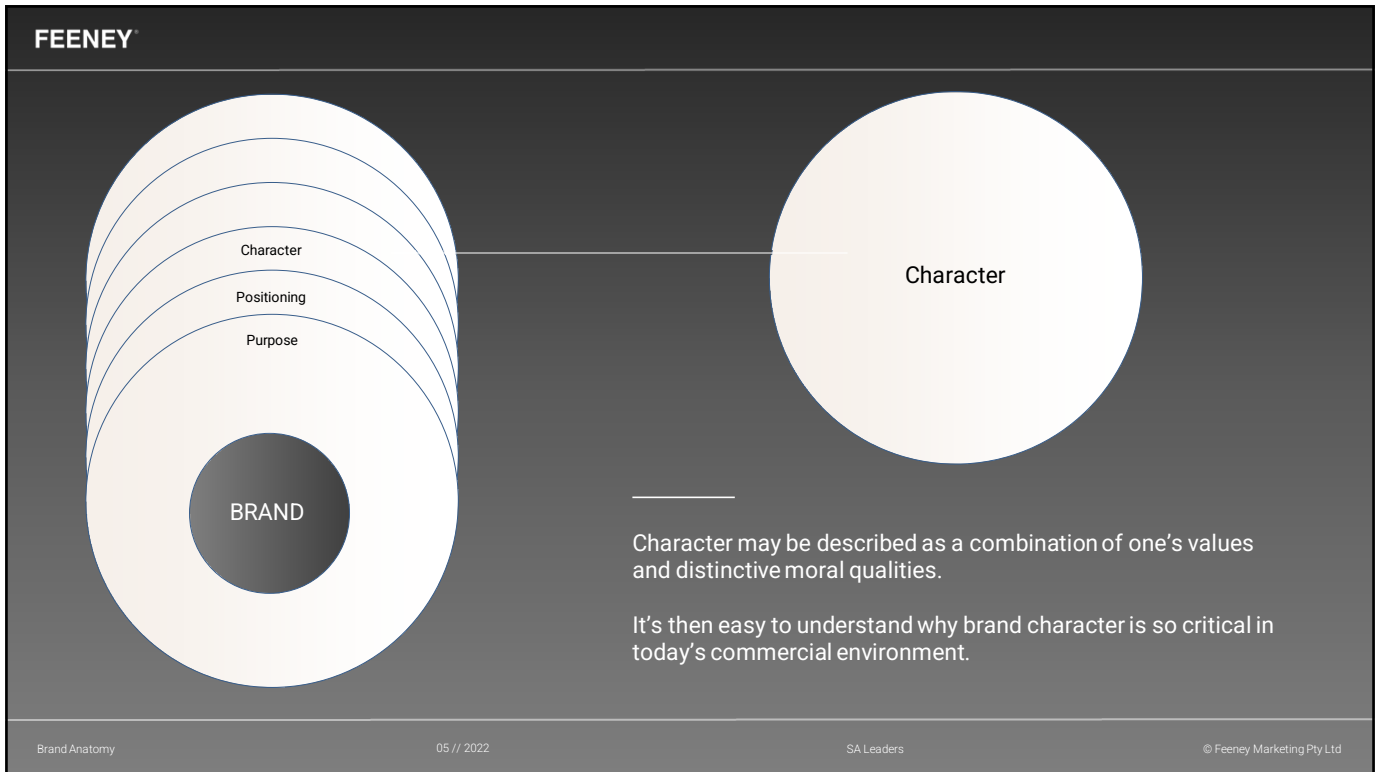
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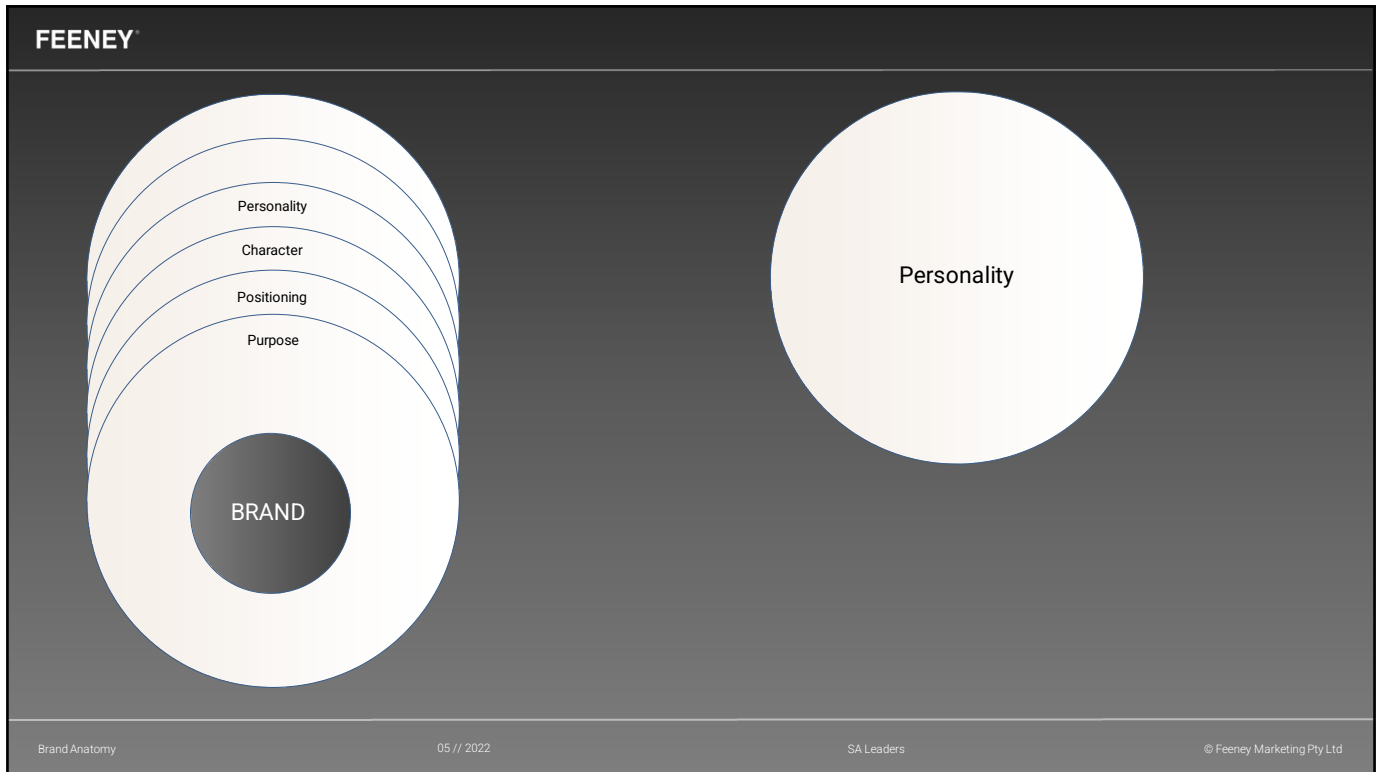
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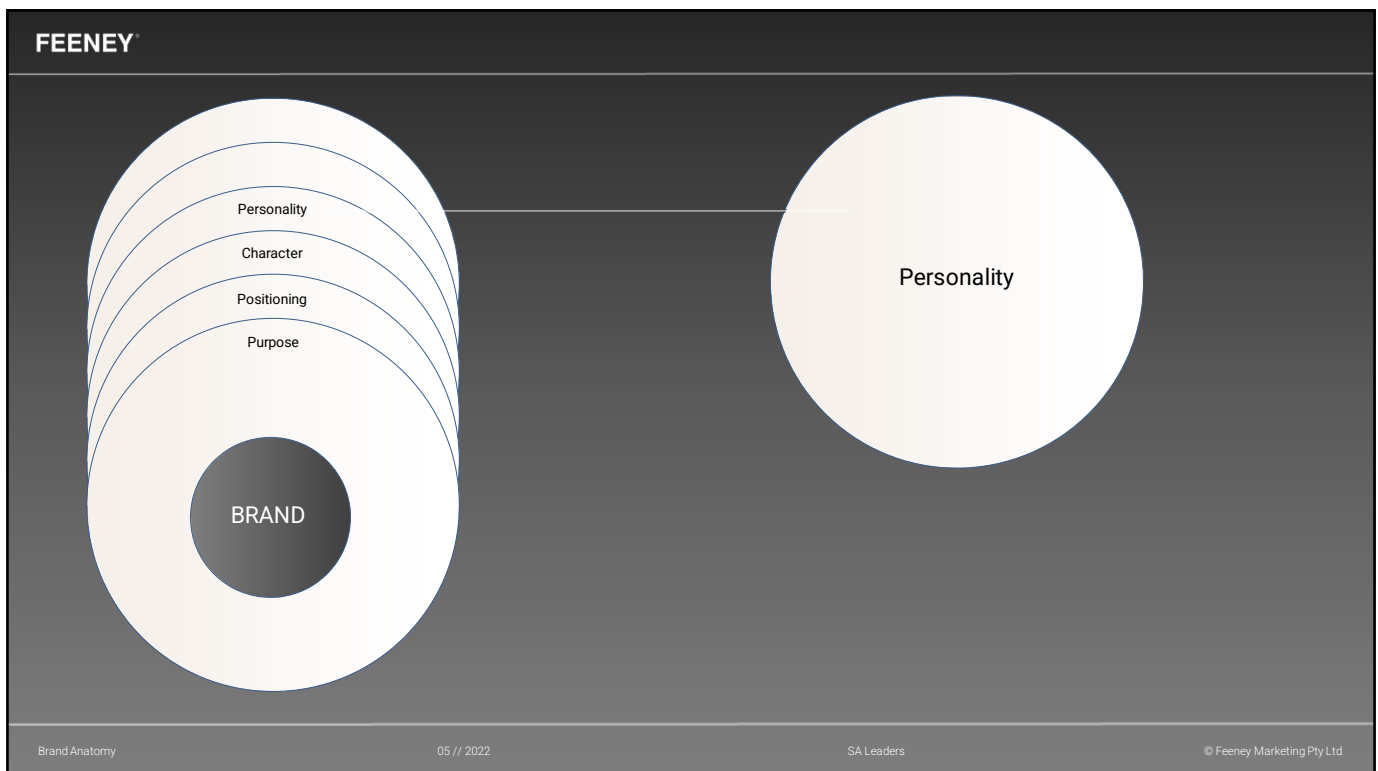
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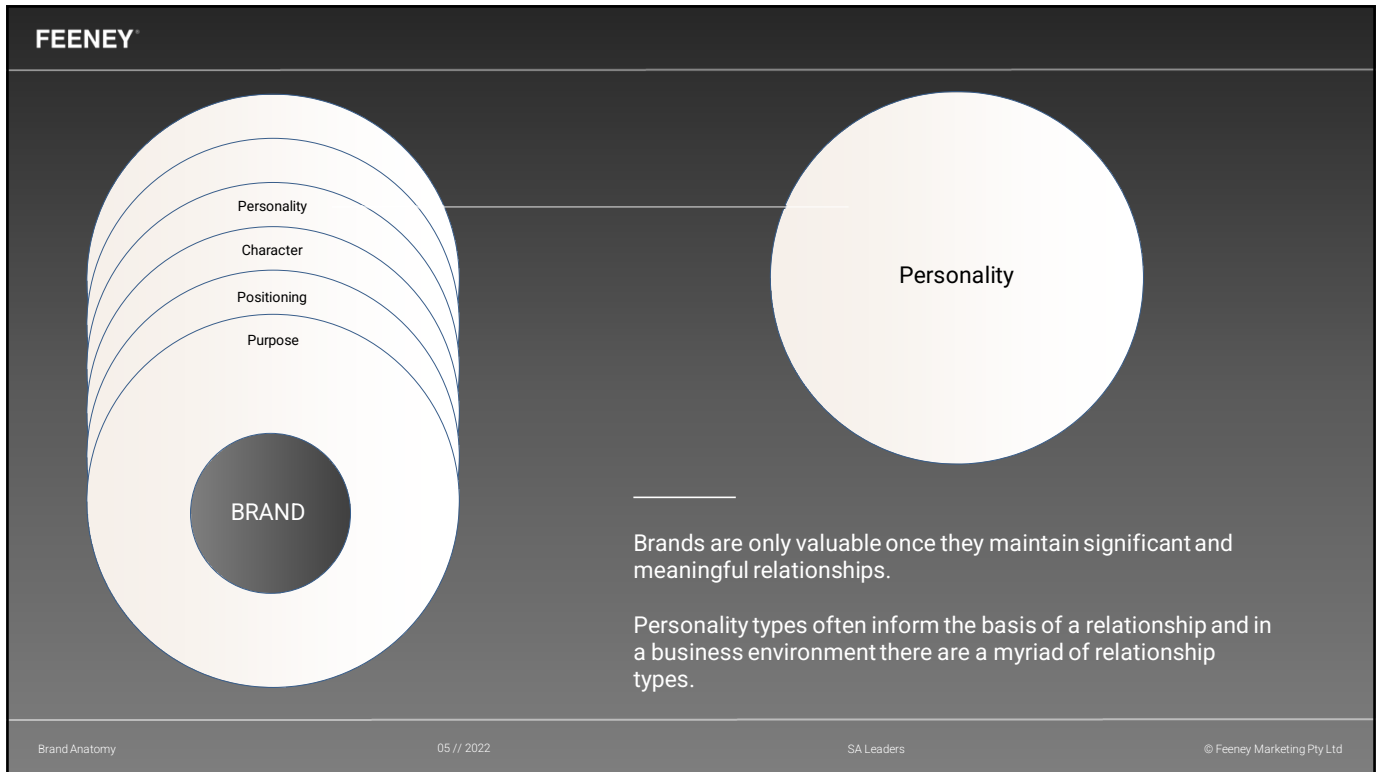
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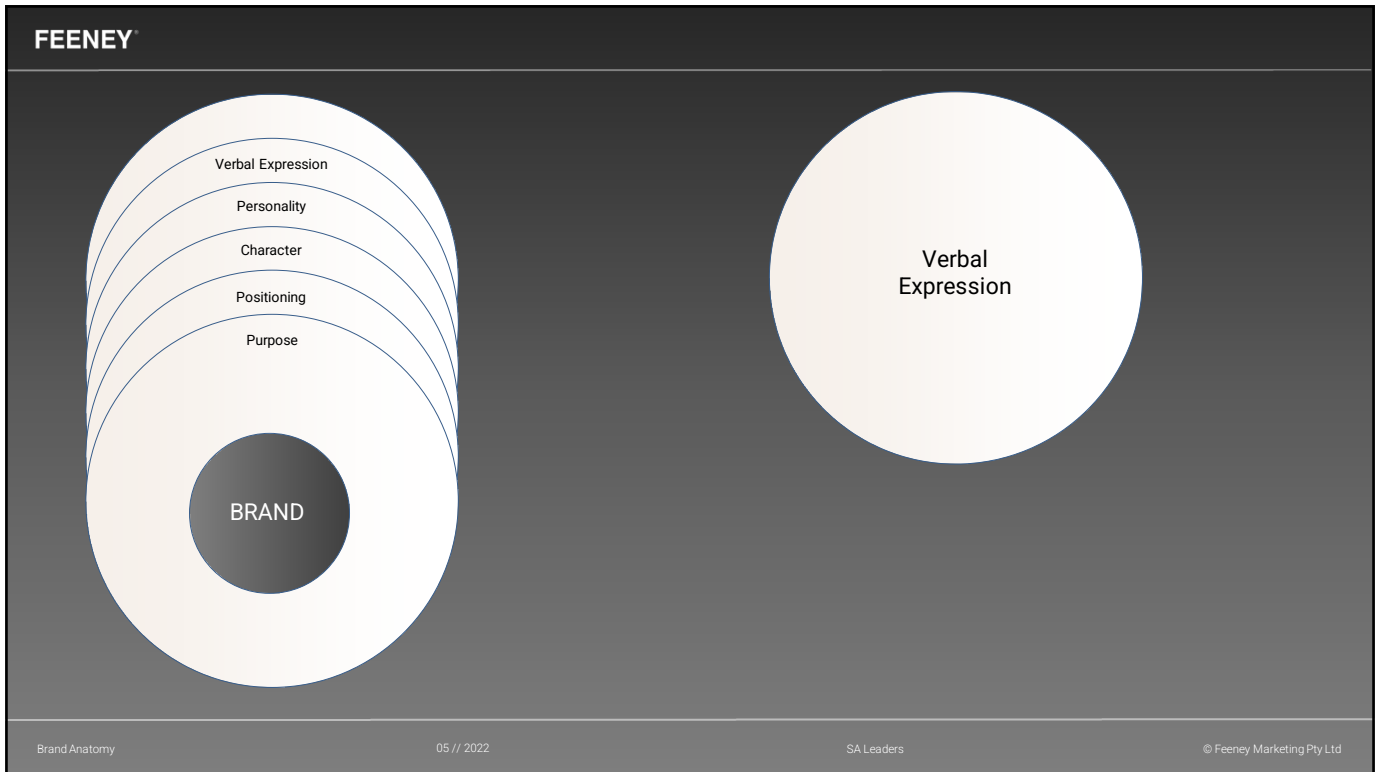
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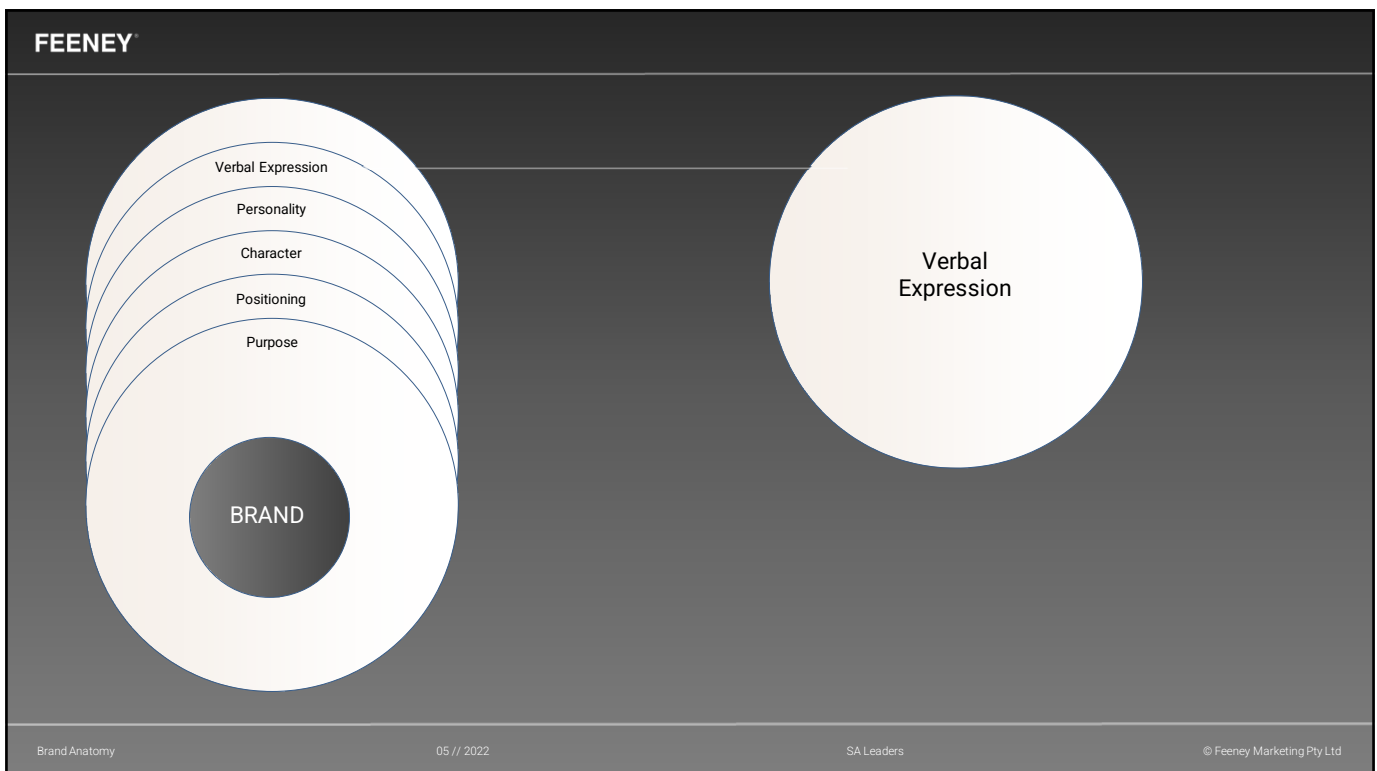
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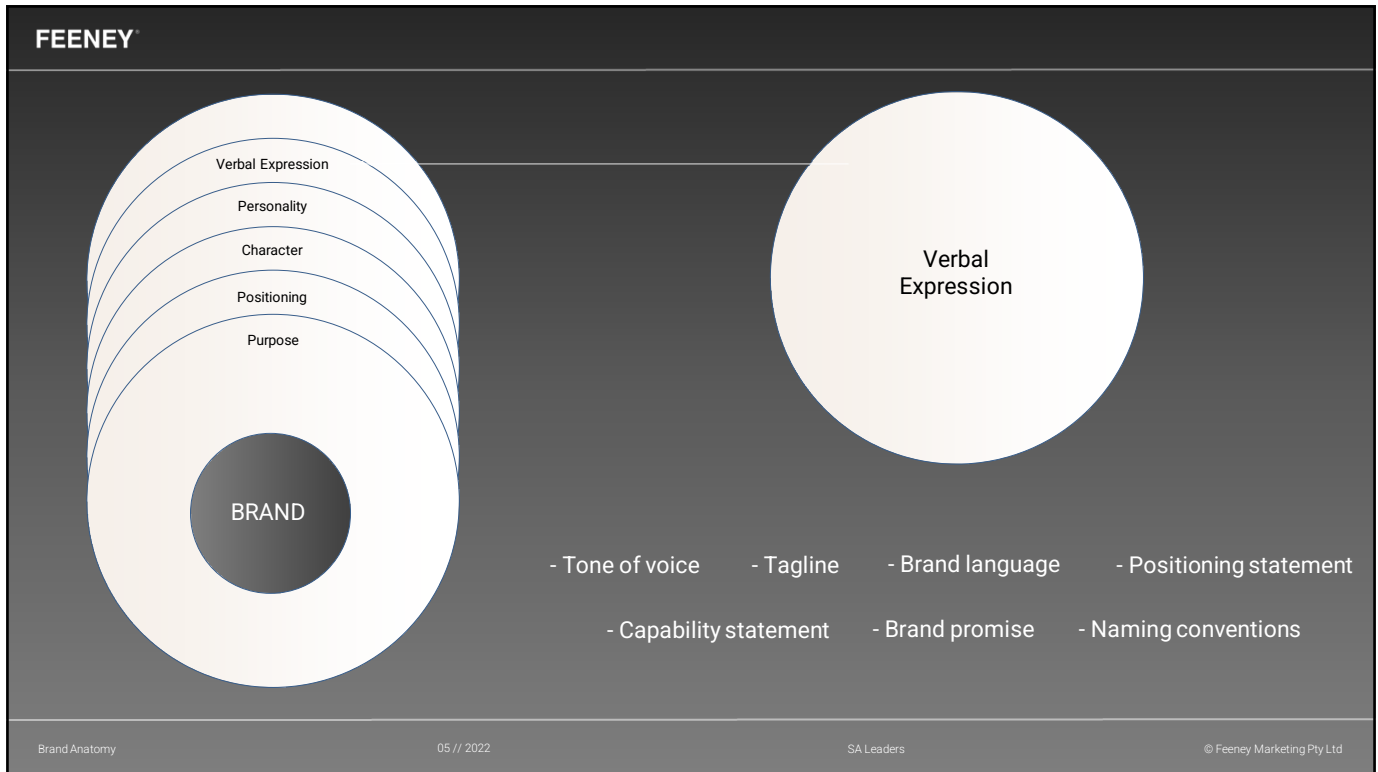
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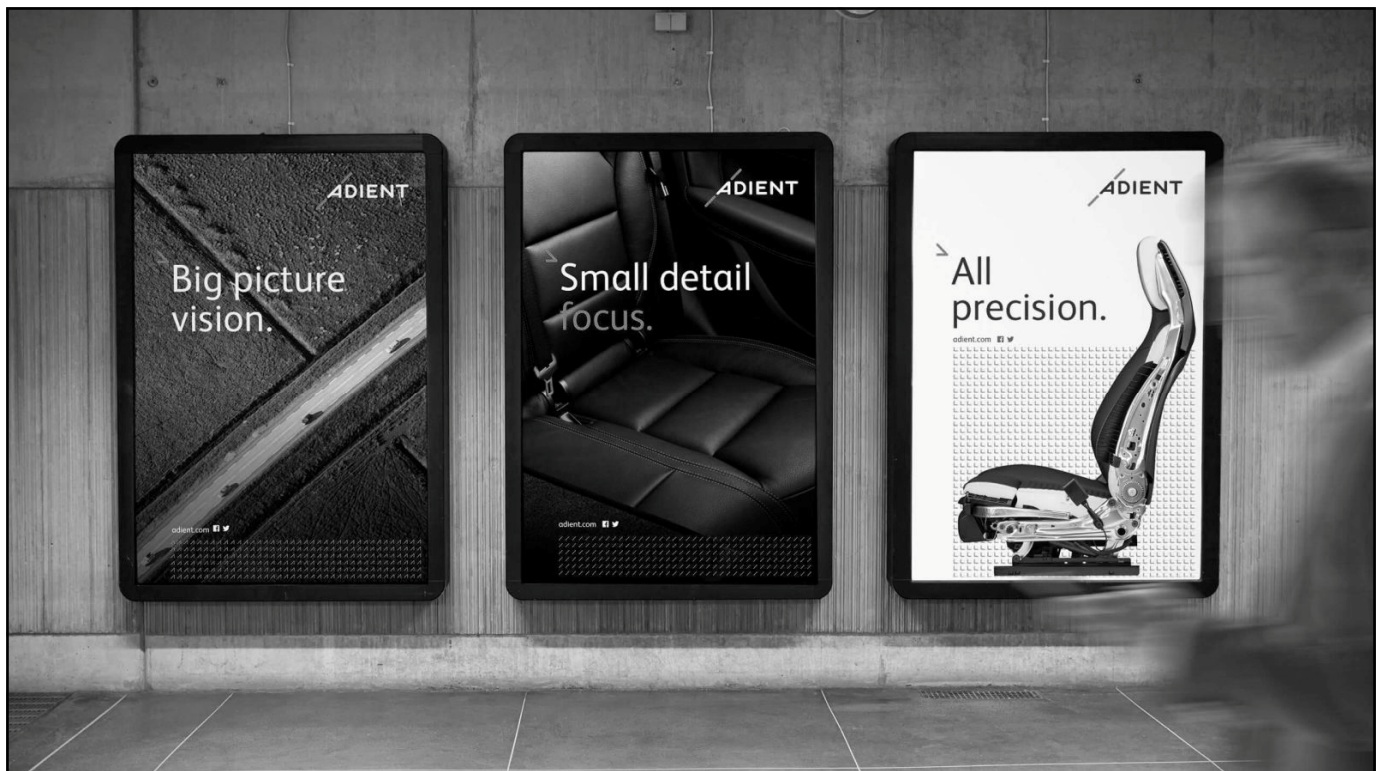
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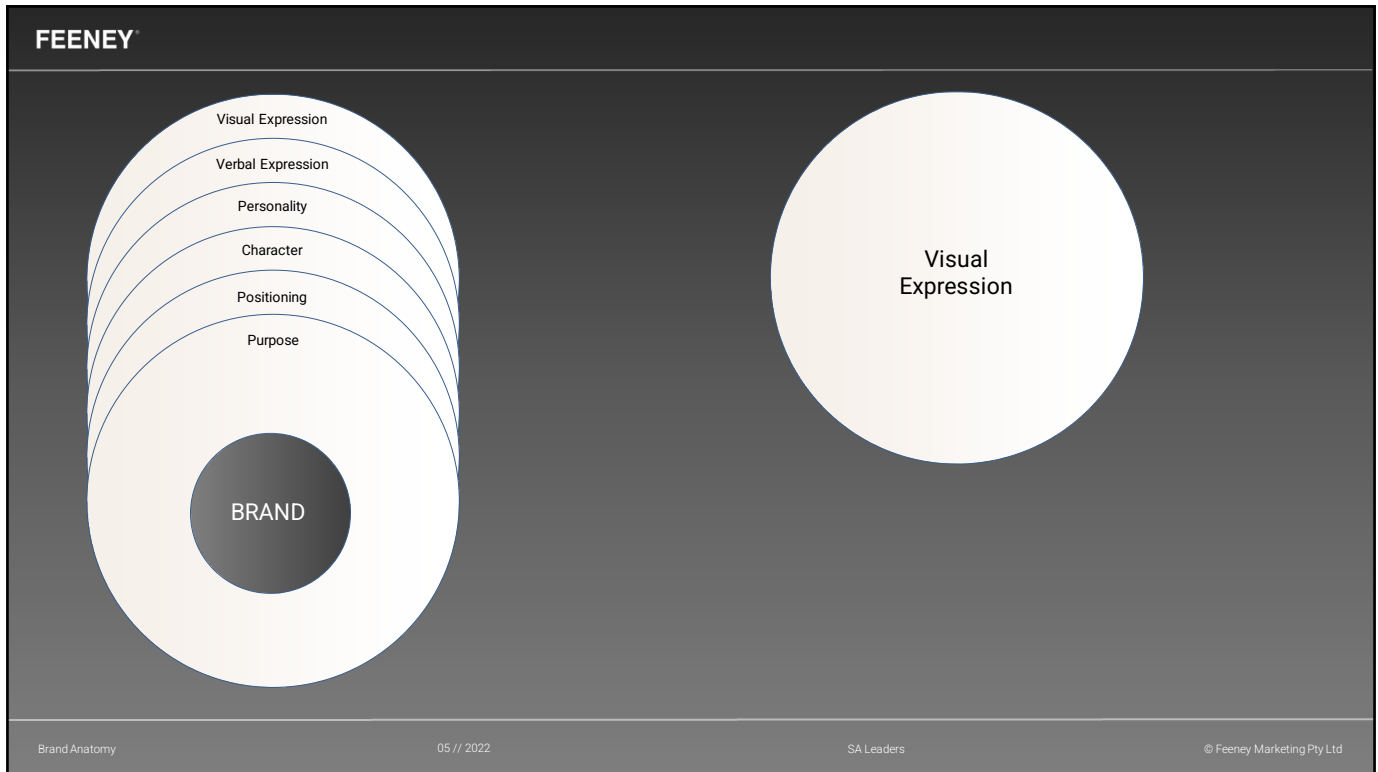
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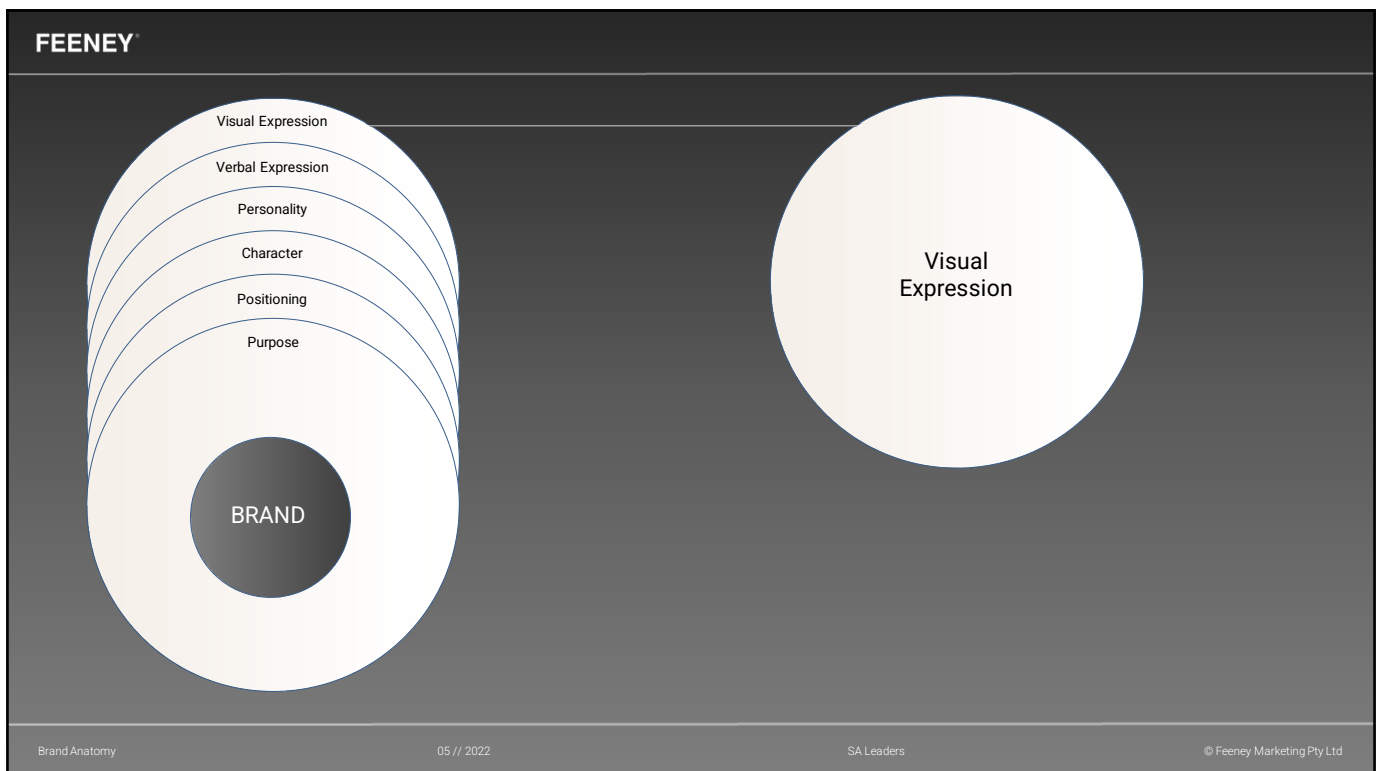
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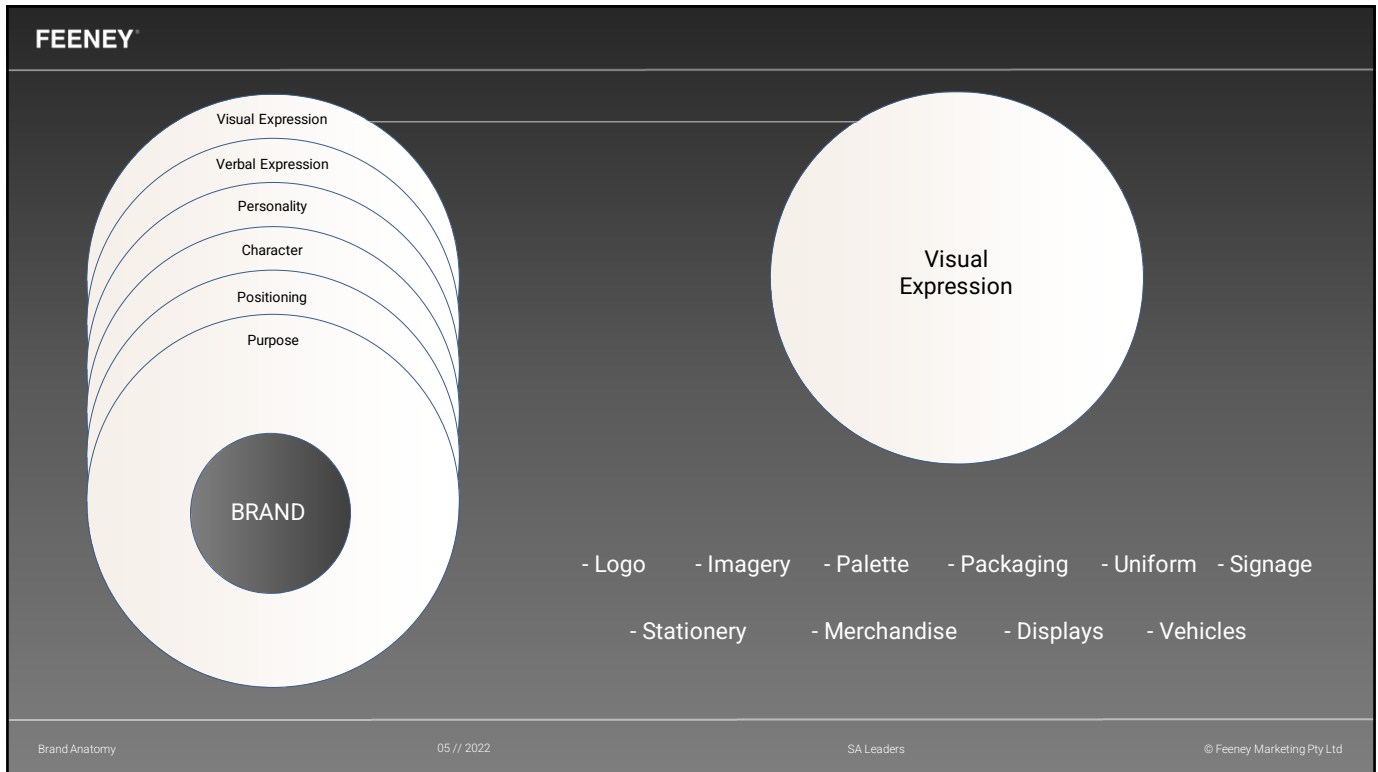
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Is your brand more
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Is your brand more than skin deep?

What type of relationship is your brand looking for?

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Is your brand more than skin deep?

What type of relationship is your brand looking for?

What is the world missing if your brand disappears?

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