



THE LENS

Attribute:
Functional benefit:
Emotional & Social:

THE JOURNEY

CAMPAIGN

CONTENT BUCKET

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CHANNELS

Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	

KPI