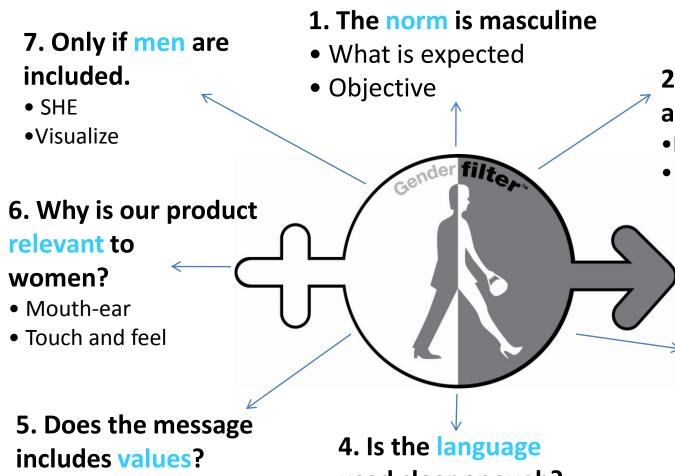
## Your regular **BRAND**...





- 2. Feminine style that appeals to men
- Factors
- Gender differences

- 3. Is your product, simple and easy to use?
- Like and connect
- What does the women want

- Value
- Friends and allies

- used clear enough?
- Real campaigns
- Loyalty, identified

Your SUCCESFUL BRAND