

CUSTOMER <i>Name</i> <i>Persona Details</i> <i>Journey Needs</i> <i>Emotional Needs</i>	INSIGHT <i>Moment Need</i>	NEW ATTITUDE
	INSIGHT <i>Emotional Need</i>	NEW BEHAVIOR

BRAND <i>Name</i> <i>Brand Attributes</i>	ISSUE/OPPORTUNITY	IMPACT
	TREND	SBO

INNOVATION	<i>New Experience</i>	<i>Enabled By</i>
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