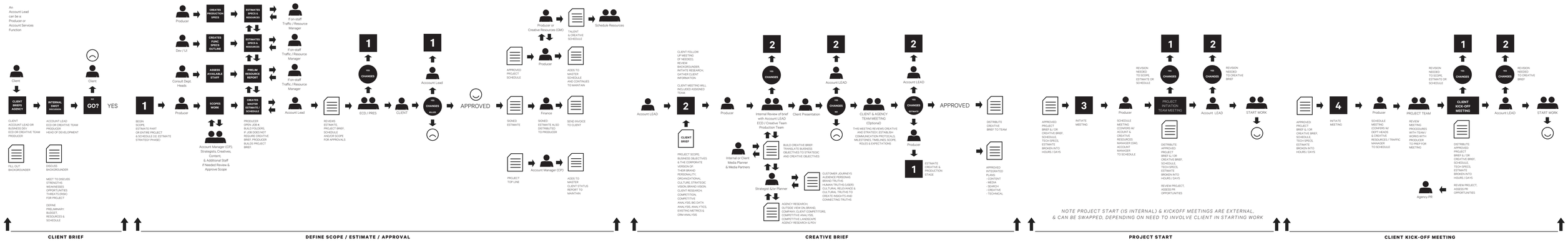

1. BUILDING AN IN-HOUSE CREATIVE BRIEF

Chart prepared and developed by Ed Burgoyne, © 2014 Edwin Burgoyne IV.