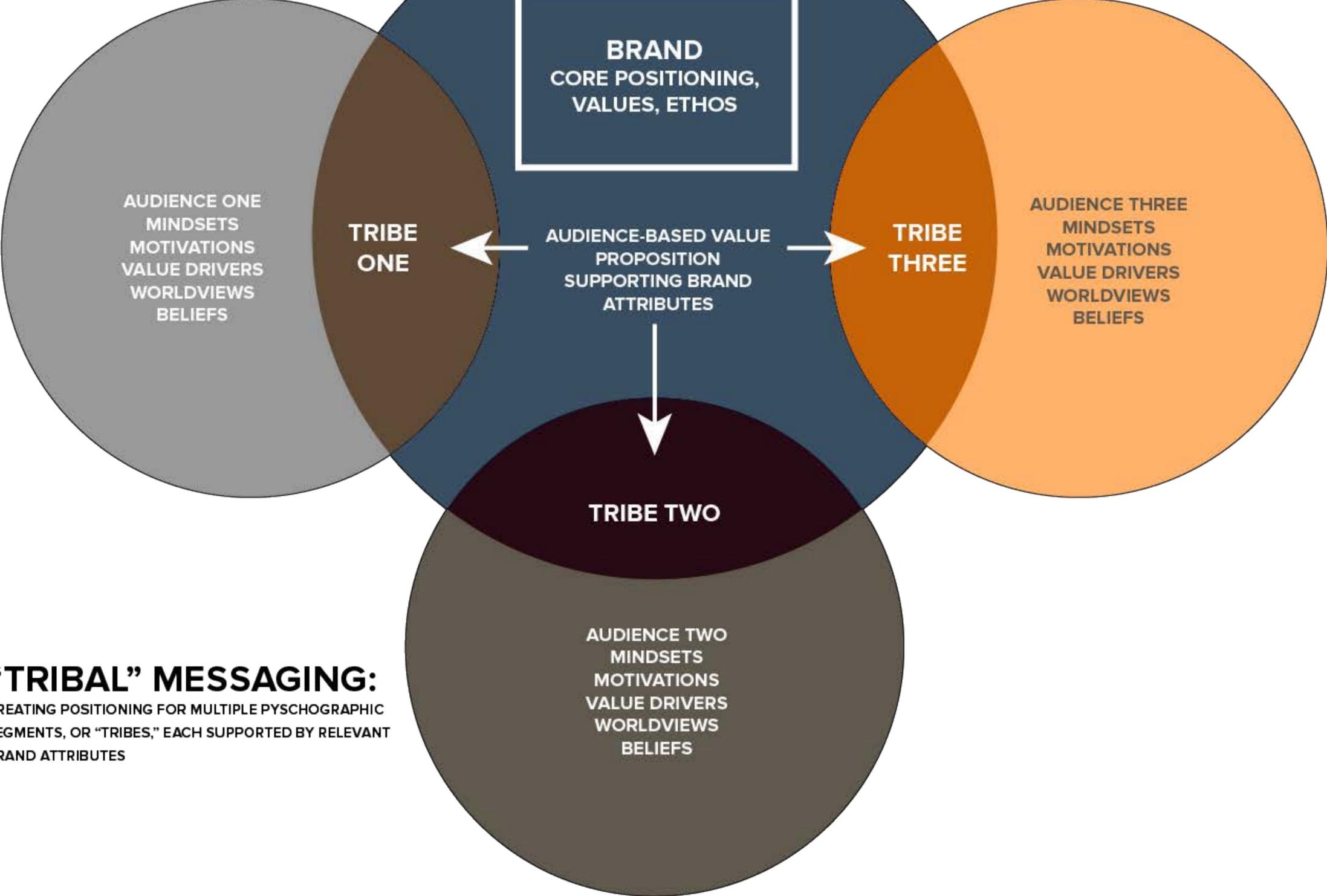


# CREATING TRIBES



**“TRIBAL” MESSAGING:**  
CREATING POSITIONING FOR MULTIPLE PSYCHOGRAPHIC  
SEGMENTS, OR “TRIBES,” EACH SUPPORTED BY RELEVANT  
BRAND ATTRIBUTES