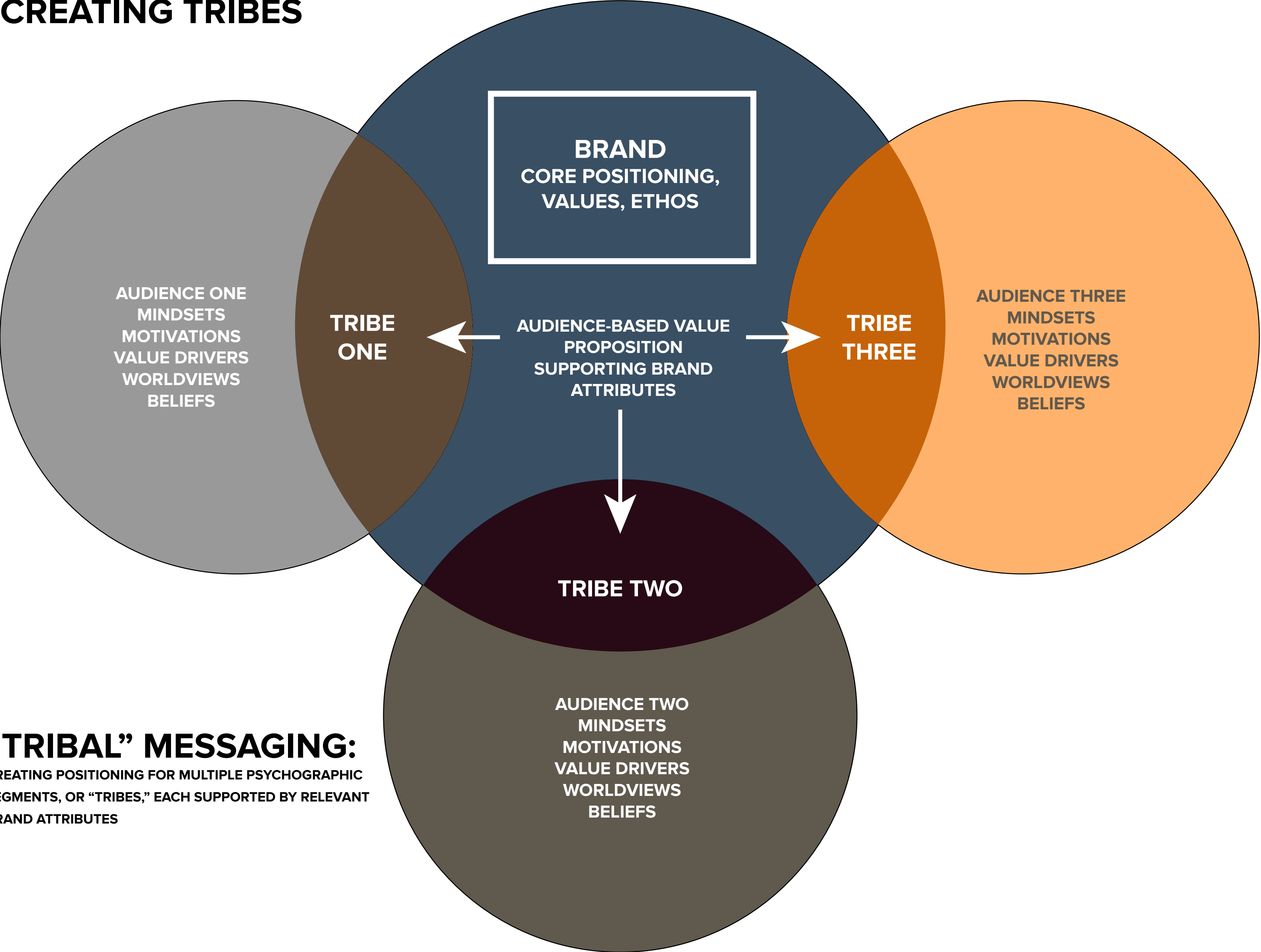


CREATING TRIBES



“TRIBAL” MESSAGING:

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