



Says

What have we heard them say?  
What can we imagine them saying?

Learn about  
and analyse  
the market

Understand  
your target  
audience  
,your  
competition

The study to  
evaluate the  
performance  
of a marketing  
activity

Make a  
visualization  
of markets

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

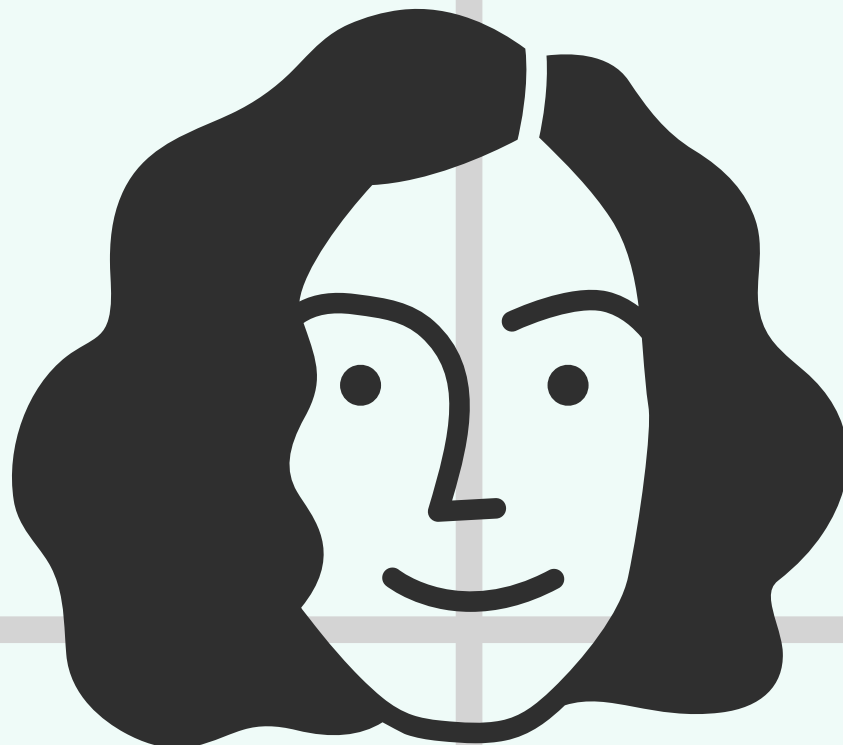


Collection of  
data that  
provide  
marketers

Valuable  
information on  
the wants

Needs of the  
brandes target  
demographic

Benefit both  
parties by  
meeting



Anandhi V  
UNVEILING MARKET  
INSIGHTS

Industry  
associations  
often supply  
research  
data

Making  
graphical  
representation

Makening  
cost  
effectiveness

Data  
collection of  
20 years

Buying low  
cost shares

Analyses  
market  
insights

To be a  
decision  
maker

Motivate  
your  
investors



Does

What behavior have we observed?  
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

