



Says

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



Thinks

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

EYE CATCHING
SIGN : Creating a
eye-catching sign
is more than
simply slapping
on block letters on
a white concrete
wall.

It is only
applicable when
dealing with large
products.Small
products and
appearll are best
kept inside.

WINDOWS
DISPLAYS ; Popular
tourist destination
are often teeming
with foot traffic and
as search, are ideal
for setting up
windows display.

Portal signs are
an excellent
cheap
alternative to
large and
otherwise costly
biillboars.

**SUBSCRIBERS
GALORE:EXPLORING
WORLD'S TOP
YOUTUBE CHANNELS**

Banners
advertising can be
used as a powerful
way to promote
services and
products to
potential
customers.

Customers help:
There are more
ways than one to
keep your
customers
interested in and
connected to your
brand.

The corflute signs
experts
recommend
featuring a
targeted message
which should be
simple shorts and
memorable

A subscriber to a channel on
the video-sharing YouTube
is a user who has chosen to
receive the channel's
content by clicking on that
channel's "Subscribe"
button, and each user's
subscription feed consists
of videos published by
channels to which the user
is subscribed.



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?