



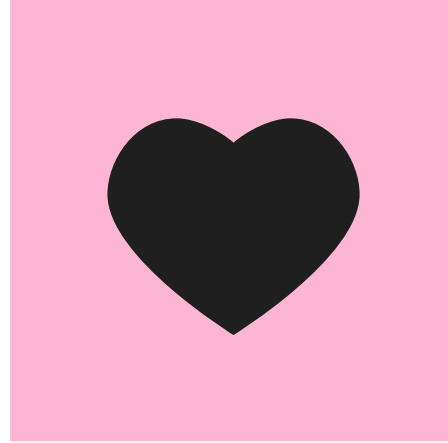
Says

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?



Feels

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



Does

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



VIJAYABHARATHI
KIT KAT
CHOCOLATE BAR
LIKES AND DISLIKES

KITKAT
CHOCOLATE

THE SLOGAN
OF THE KITKAT
IS "HAVE A
BREAK HAVE A
KITKAT"

IT WAS
INVENTED IN
1957 BY
DONALD
GILLES

KITKAT STYLISED
AS KITKAT
VARIOUS
COUNTRIES IS A
CHOCOLATE
COVERED WAFER
BAR

KITKAT WAS
CHOSEN BY 81%
OF THE
RESPONDENTS
AND SNICKERS AT
90% AND 89%
RESPECTIVELY

HERSHEY'S
KISSES IS JUST
SLIGHTLY
BEHIND KITKAT
AT 80%
RECOGNITION

IT IS HIGH
CALORIES AND
SUGAR CONTENT
AND SHOULD BE
EATEN IN
MODERATION

KITKAT IS QUICK
SOURCE OF
CARBOHYDRATE
AND HELP WARD
OFF HUNGER

THERE ARE
104KCAL
IN A KITKAT

THE CRUNCH OF
THE CRISPY
WAFER, ENVELOPED
IN A LAYER OF
SMOOTH MILK
CHOCOLATE

IT IS 100%
SUSTAINABLY
SOURCED
COCOA

IT'S QUITE
SWEET,
BUT ALSO
COMPLEX