



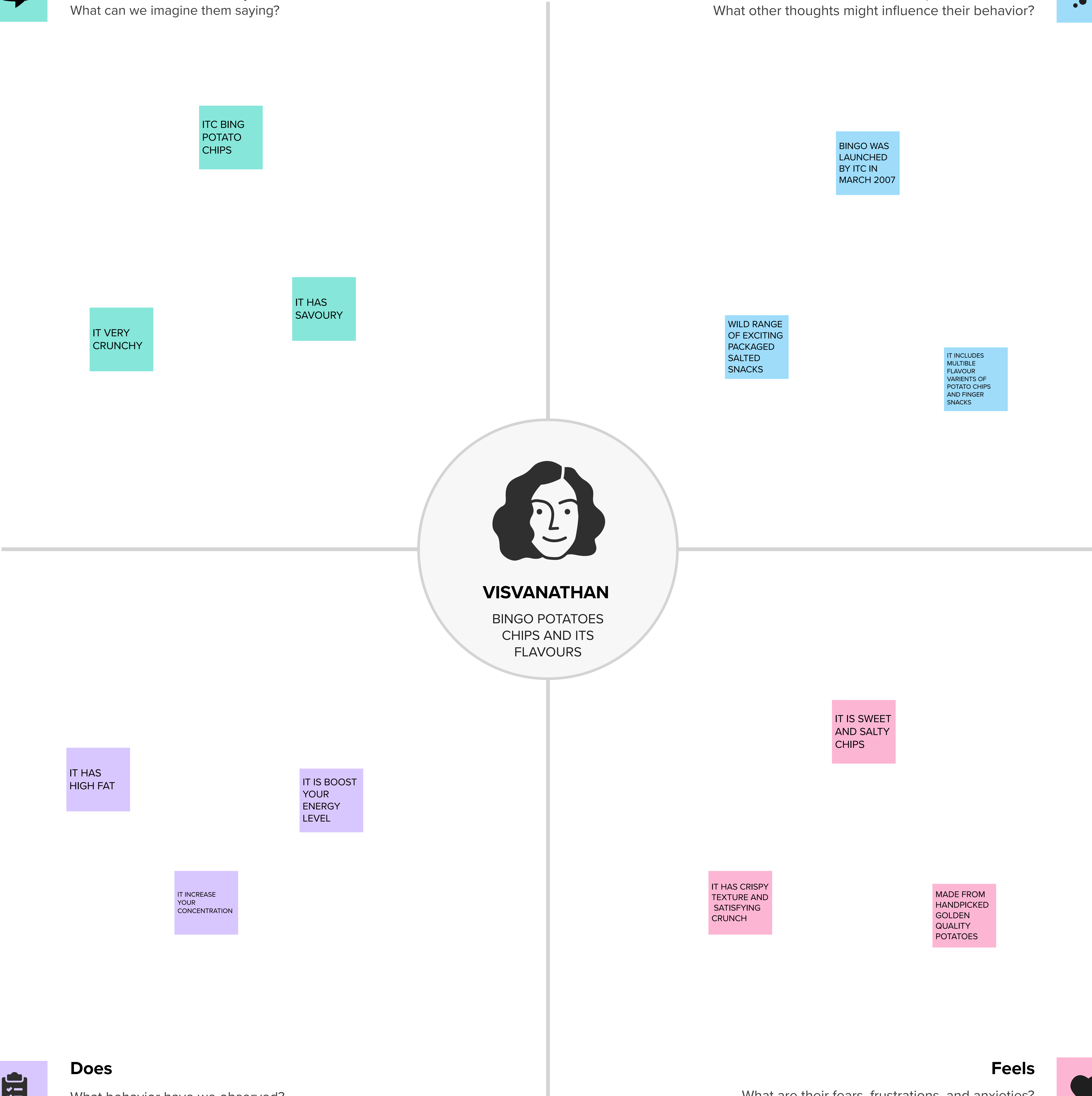
Says

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?



ITC BING
POTATO
CHIPS

BINGO WAS
LAUNCHED
BY ITC IN
MARCH 2007

IT VERY
CRUNCHY

IT HAS
SAVOURY

WILD RANGE
OF EXCITING
PACKAGED
SALTED
SNACKS

IT INCLUDES
MULTIPLE
FLAVOUR
VARIENTS OF
POTATO CHIPS
AND FINGER
SNACKS



VISVANATHAN
BINGO POTATOES
CHIPS AND ITS
FLAVOURS

IT HAS
HIGH FAT

IT IS BOOST
YOUR
ENERGY
LEVEL

IT IS SWEET
AND SALTY
CHIPS

IT INCREASE
YOUR
CONCENTRATION

IT HAS CRISPY
TEXTURE AND
SATISFYING
CRUNCH

MADE FROM
HANDPICKED
GOLDEN
QUALITY
POTATOES



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?