



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?



**Personalized Invitations**  
**Team Members**  
R. Ajithkumar  
S. Arockia regin xaviar  
M. Sundari  
R. Swetha

A form of non-traditional advertising.

Shopping mall or heavy trafficked retail environment.

Ad placement is purchase.

Use social media channels for news and promotions.

Leverage user-generated content in our advertising

Create a unique hashtag for your shopping mall.

It was the perfect spot to observe, record, and analysis any cultural norms.

Meet friends, shopping and enjoy our life.

The kind of observations that was used is "Running Records".

people malls extremely convenient.

highly effective.

your ability to reach an audience that is already spending money.



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?

 [See an example](#)