

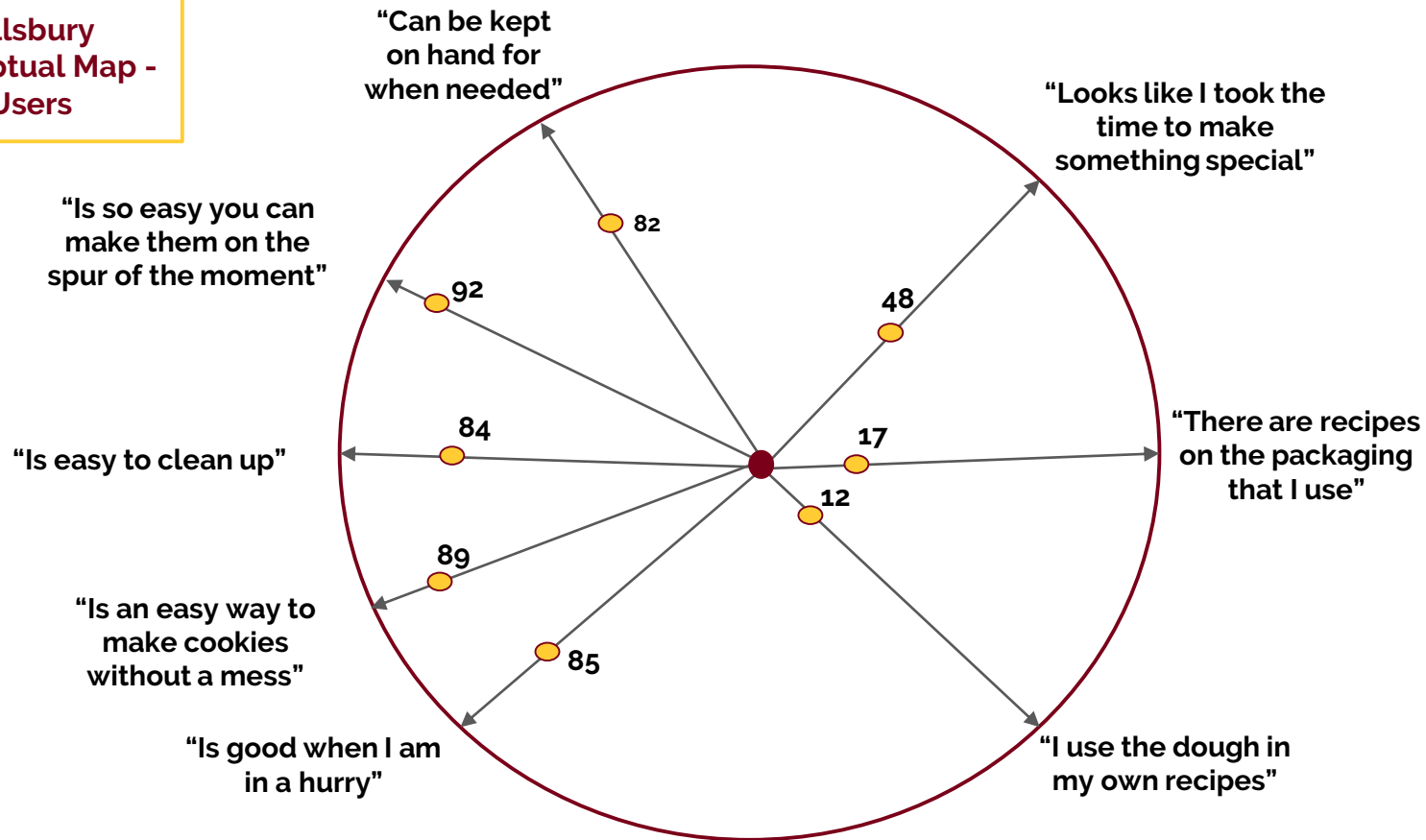
Pillsbury Perceptual Map

Danny Moncada

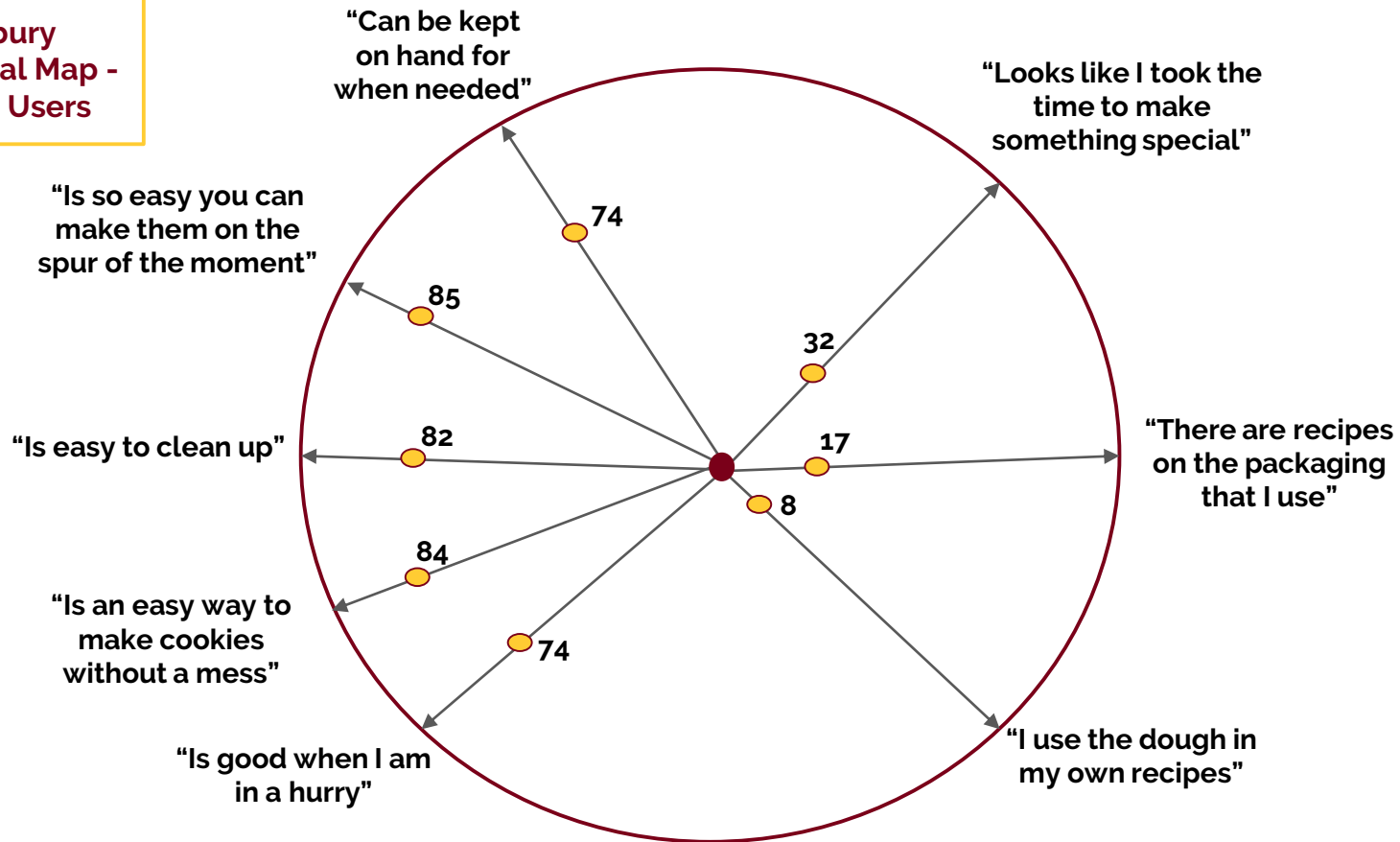


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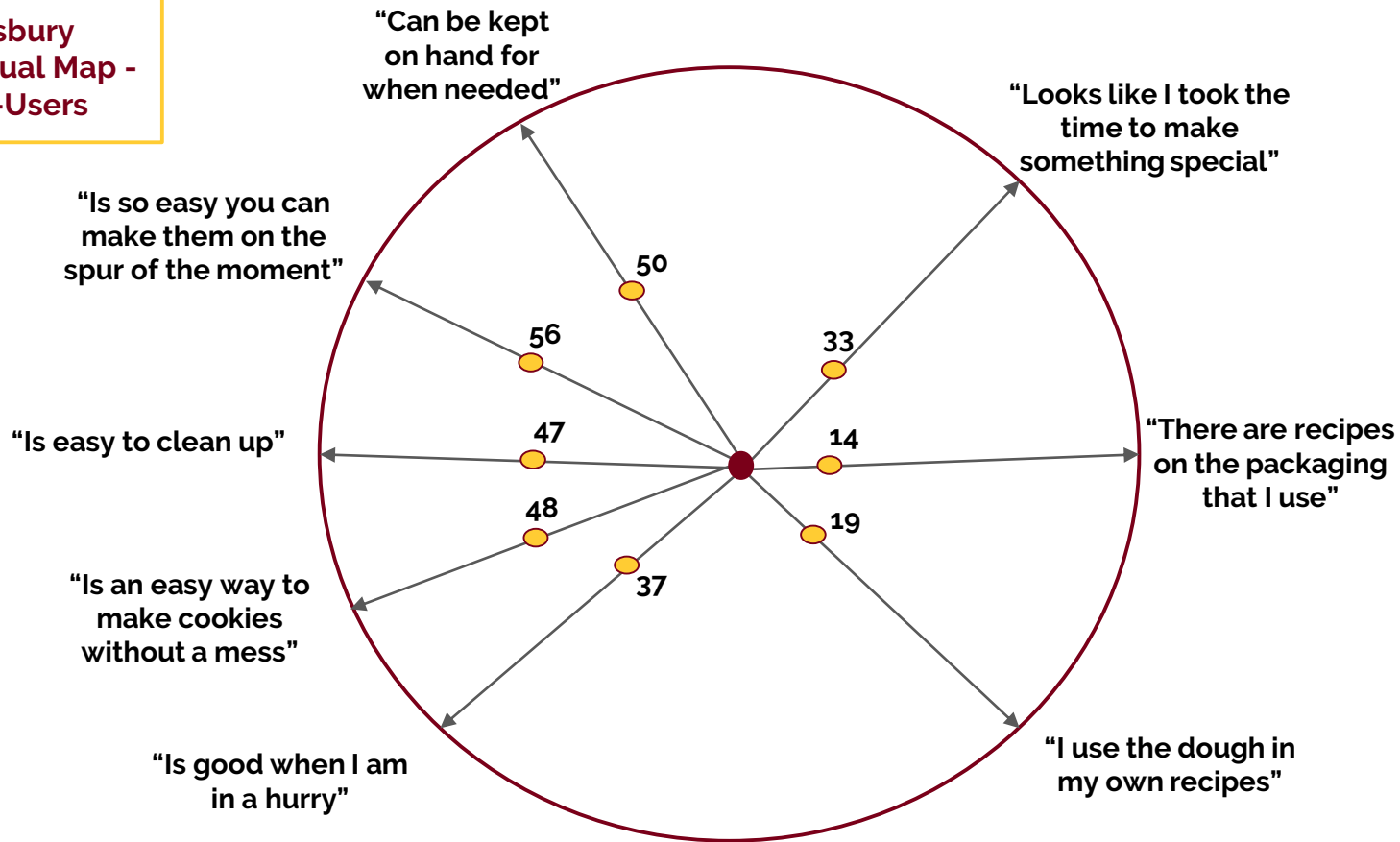
**Pillsbury
Perceptual Map -
Users**



**Pillsbury
Perceptual Map -
Lapsed Users**



**Pillsbury
Perceptual Map -
Non-Users**



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