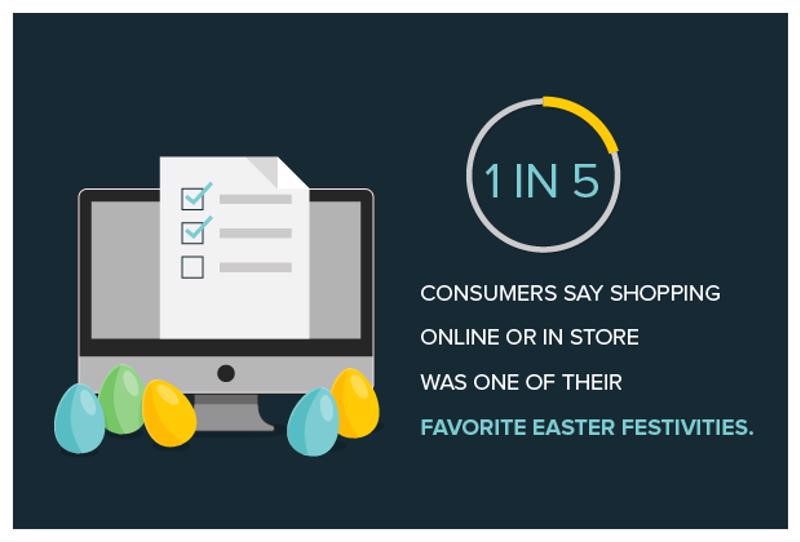
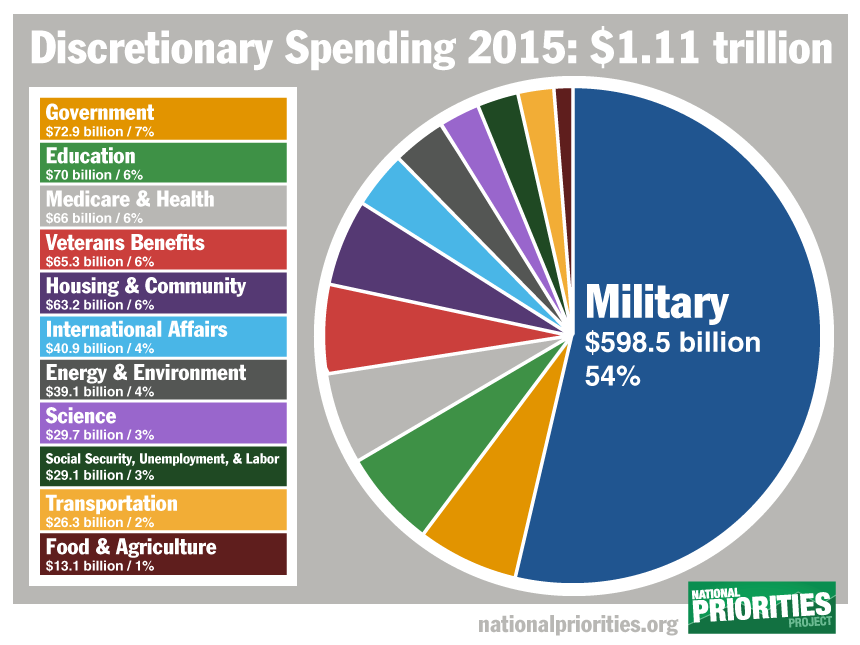
Targeting external customers



Targeting discount customers



Targeting discretionary customers



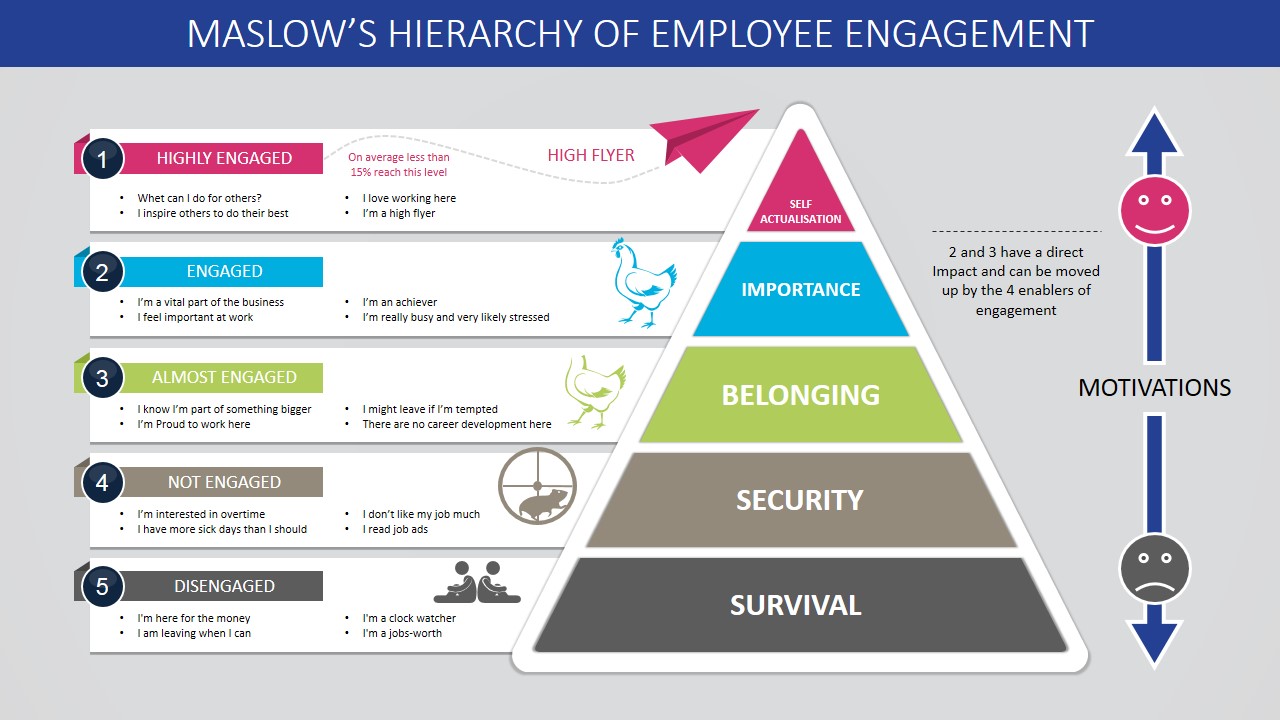
Targeting need-based customers



Targeting seasonal customers



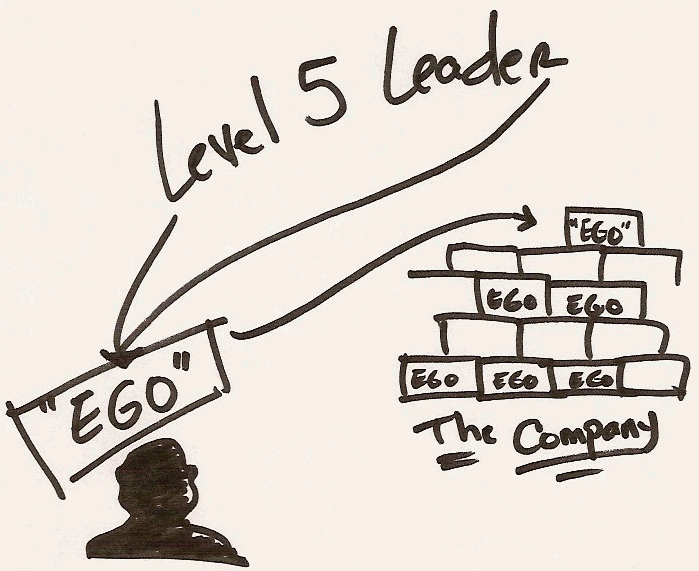
Using safety as level of need



• Using belongingness as level of need



Using Ego as level of need



Using the cool factor



Making reference to a reference group

