Digital Branding Project

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1. The goal of the website is to attract new customers to Verizon and their mobile and wireless plans and is also easily accessible to current users that need to use Verizon’s services. The goal of the app is to make Verizon’s services easily accessible to existing customers.
2. The target audience for the site is potential new customers and existing customers.
3. The content of the site needs to include Verizon’s services including plans, devices and apps.