

I. How Can We Use Design w/ Embrace As An Agency?

A. Background

1. PREP MINDSET / DECKS
2. ANALYST REPORTS
3. SURVEYS (All Embrace Research)
4. a. PUBLIC OPINION
b. SMOKER PSYCHOLOGY
c. EMBRACE RESEARCH

II. WHO'S BEEN THERE BEFORE

Amigos Search

SEE A, B, C below

III. How Do We Apply It (Amigos to STRATEGIC ~~REPOSITIONING~~ ^{REPOSITIONING})

A. Amigos of REPOSITIONING THE NEGATIVE

1. END-END BENEFIT

~~TRADITIONAL BRAND REPOSITIONING~~

B. TRADITIONAL BRAND REPOSITIONING

1. HYBRID CASES
 - SOLIDLY CONSCIOUS
 - CURRENT w/ SENSIBILITIES
 - CULTURALLY RELEVANT

* CELEBRATE THAT THIS IS A 21ST CENTURY IDEA

C. EXPERIMENTAL

1. AMIGOS \Rightarrow ACTORS + STAGE
 - a. Different Product Strategy

Explore
Amigos
WHAT WORKED
Brain Insights

53409 0533

IV Can The Consumers Help Out

A. ETHNOGRAPHIC STUDY

V Refine Strategic Platforms

A. DETERMININE MKTE MODELS

4 THINGS for ONLINE ADVOCATES from DECISION ANALYSTTM

LOYALTY
ENTHUSIASM
ADVOCACY
PREFERENCE