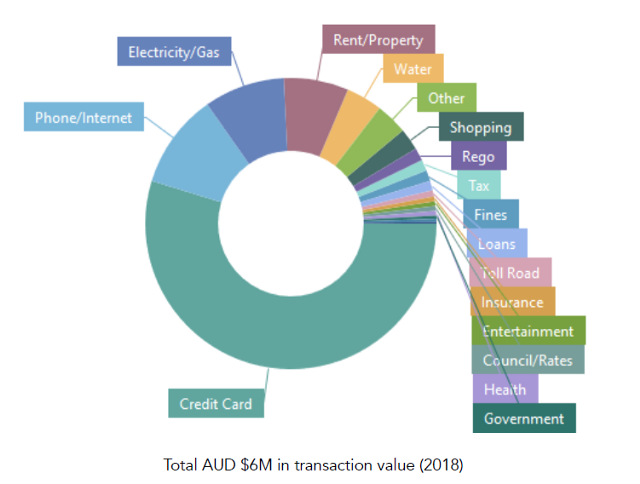
**Targeting External Customers**

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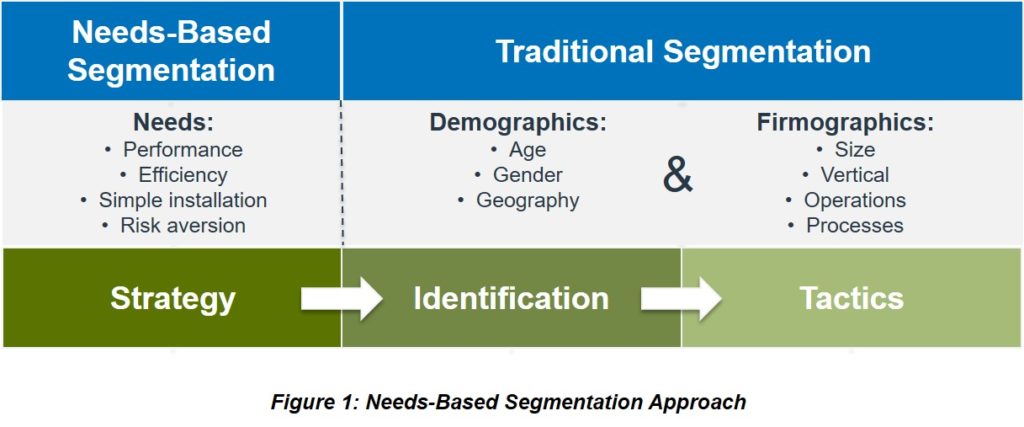
**Targeting Discount Customers**



**Targeting Discretionary Customers**



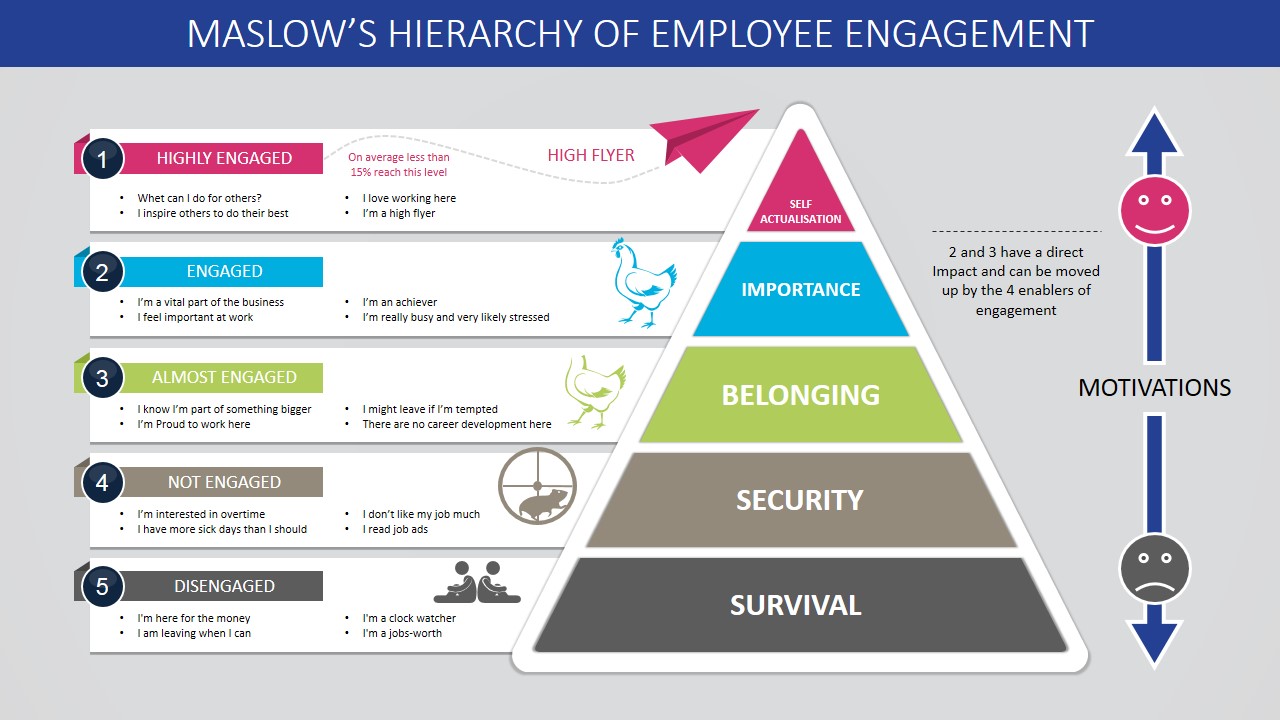
**Targeting Need Based Customers**



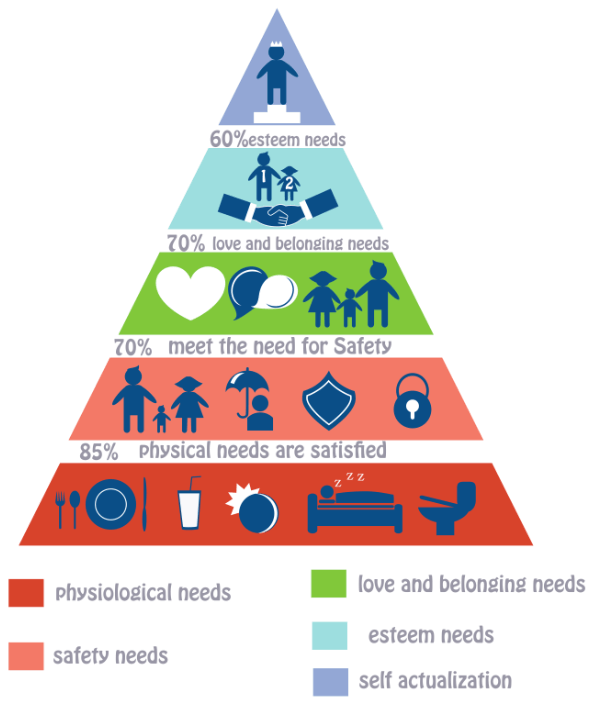
**Targeting Seasonal Customers**



**Using Safety As A Level Of Need**



**Using Belongingness As Level Of Need**



**Using Ego As A Level Of Need**

