

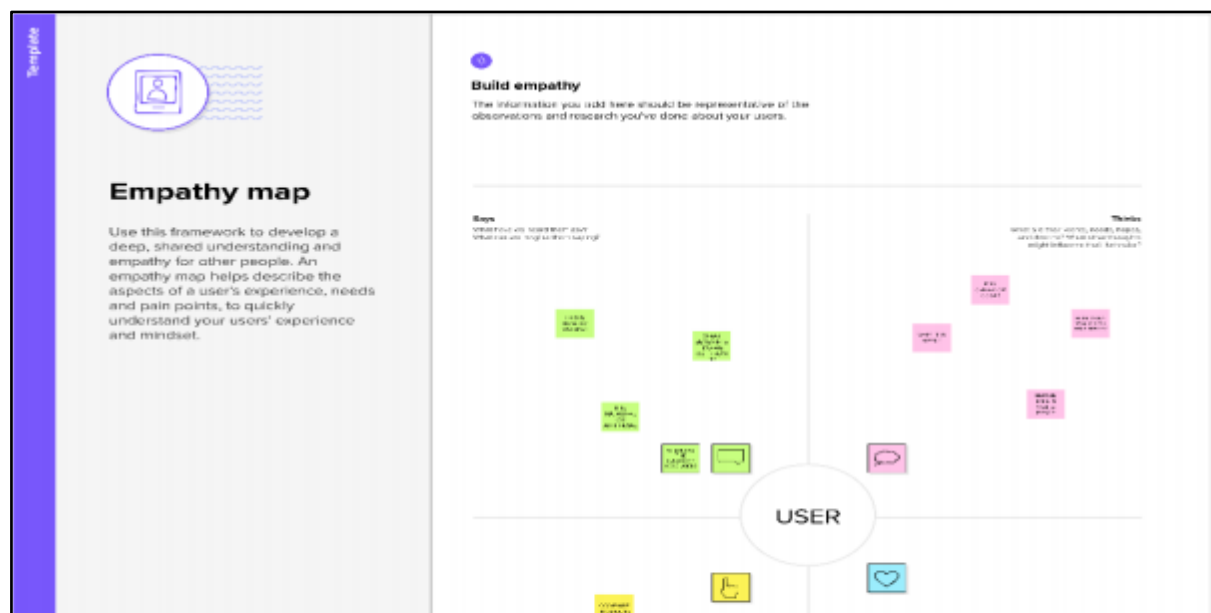
Ideation Phase Empathize & Discover

Date	20.10.2023
Team ID	NM2023TMID08494
Project Name	Create a social media Ad campaign in Facebook
Maximum Marks	4 Marks

EMPATHY MAP CANVAS :

Creating a compelling brand presence involves several key elements. First and foremost, selecting a unique and memorable brand name is crucial. It should resonate with your target audience and remain distinct in a competitive market. Once you've chosen your brand name, consider securing a brand email, which adds professionalism to your communication. Services like G Suite or Office 365 can help you set up branded email addresses, such as info@yourbrandname.com.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>