

Ideation Phase

Empathize & Discover

Date	October 28,2023
Team ID	NM2023TMID05485
Project Name	How to Create a Google Ads Campaign for your brand
Maximum Marks	4 marks

Empathy map

Reference:<https://app.mural.co/t/naanmudhalvanproject2226/m/naanmudhalvanproject2226/1697875578231/d94635a75e4edf6002d5489f3749652943f8df22?sender=ua08167406fc83e667d917697>

