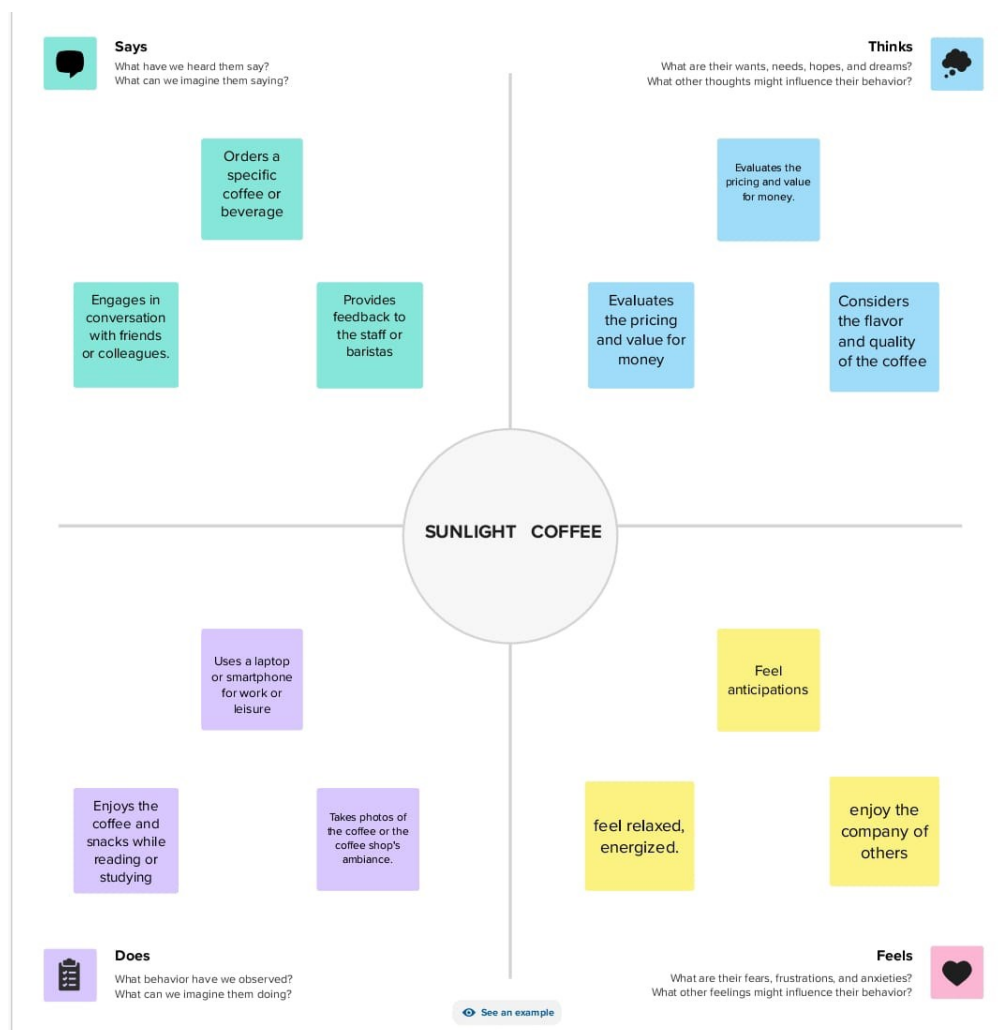


Ideation Phase

Empathize & Discover

TEAM ID	NM2023TMID00209
DOMAIN NAME	DIGITAL MARKETING
PROJECT NAME	HOW TO CREATE A YOUTUBE AD CAMPAIGN

Empathy Map:



Reference:

<https://app.mural.co/t/coffeeshop7785/m/coffeeshop7785/1698333985565/f59aee9bd6bd6edd203bd0ae7c12aea5bdf56aaf?sender=uc4454d34f55e47d3304c8238>