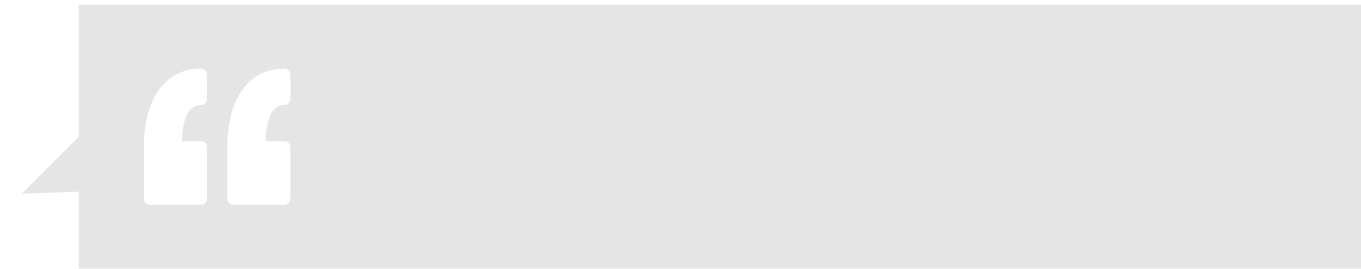
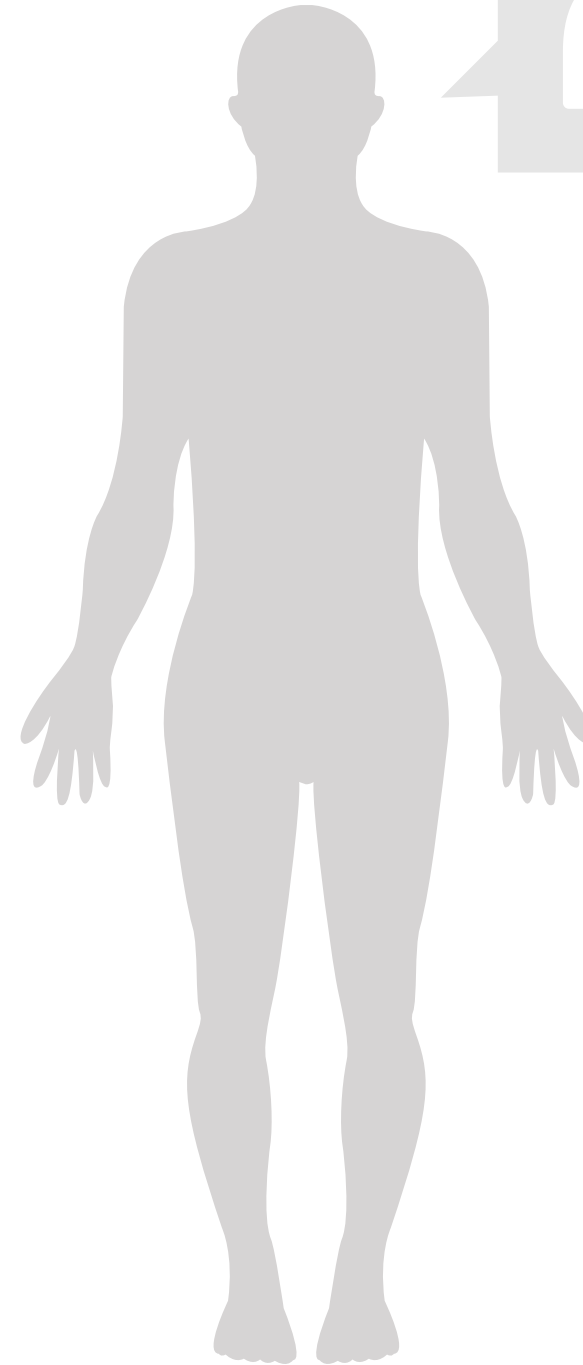


## BRAND PERSONA

Name	Gender
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What does he/she make for living? What does she/he like or hate in her/his job?

What is his/her hobby? How does he/she spend his/her free time?



What are his/her main goals? What she/he want from his/her life?

What kind of relationships does she/he have?

How does she/he look like?