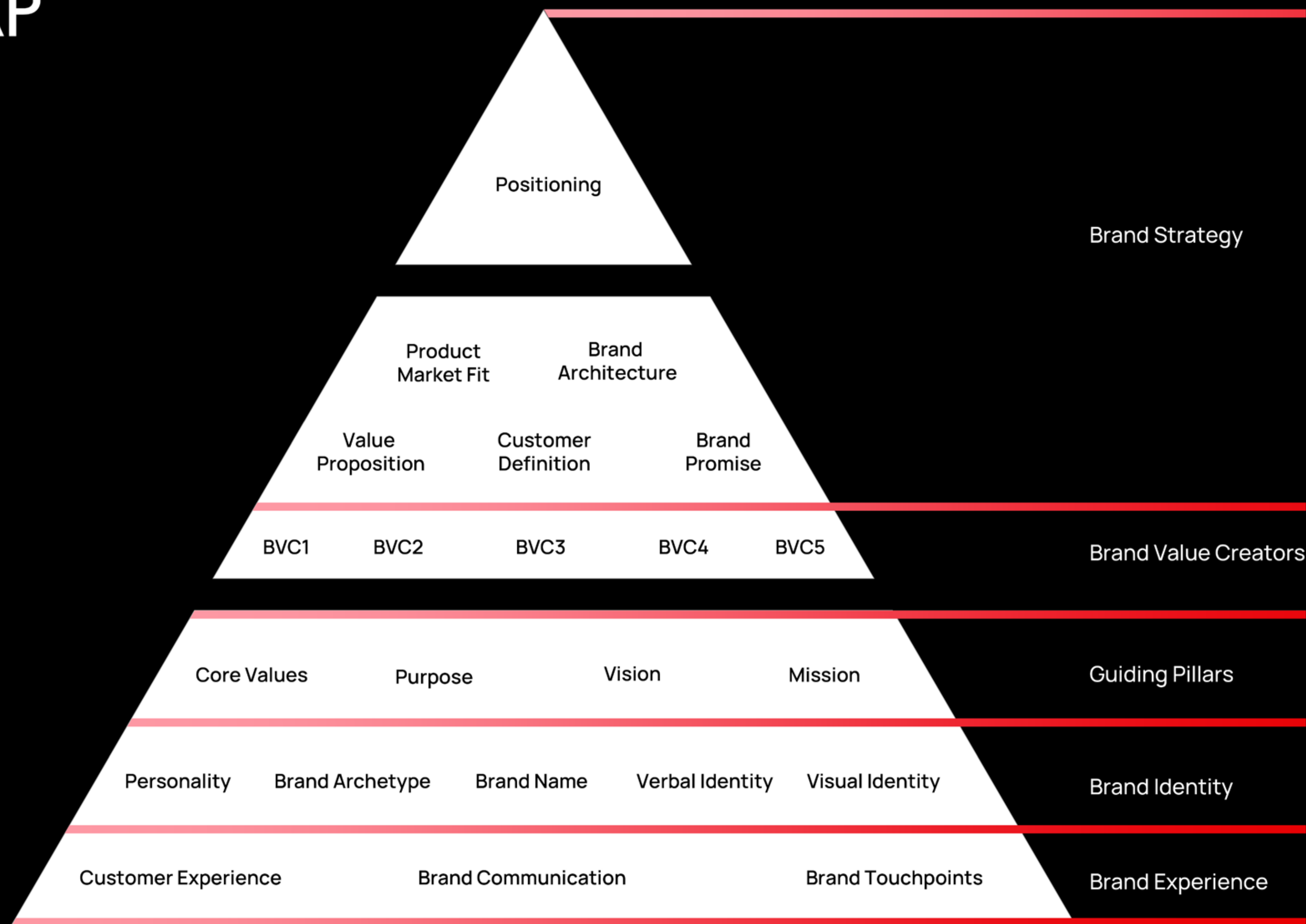




EPIC BRAND MAP



Imagine the EPIC Brand Map™ as your brand's mountain map, where your goal is the brand's pinnacle, that is, establishing a powerful positioning in your customer's mind. You start by clearly defining your goal and move downwards to map the whole terrain. You then build the brand from the bottom layer upwards following the intelligently mapped terrain.