

- Reflection: feminine, radiant, achieving a better look
- Self-image: seeking appearance improvements, confident, beautiful

Exhibit E (W5 08:00) *Brand positioning, branding (from just soap to beauty products)*

Dove:

- Physique: product for all ages, youthful, healthy looking
- Personality: gentle, positive, confident, honest, natural
- Relationship: inspires everyone to feel beautiful, build confidence for customers, cares for customers self-esteem
- Culture: challenges stereotypes, promotes self-esteem
- Reflection: feminine, radiant, confident, comfortable with self
- Self-image: optimistic, confident, beautiful, healthy

Exhibit F Hedonic & Utilitarian / Sales promotions W4

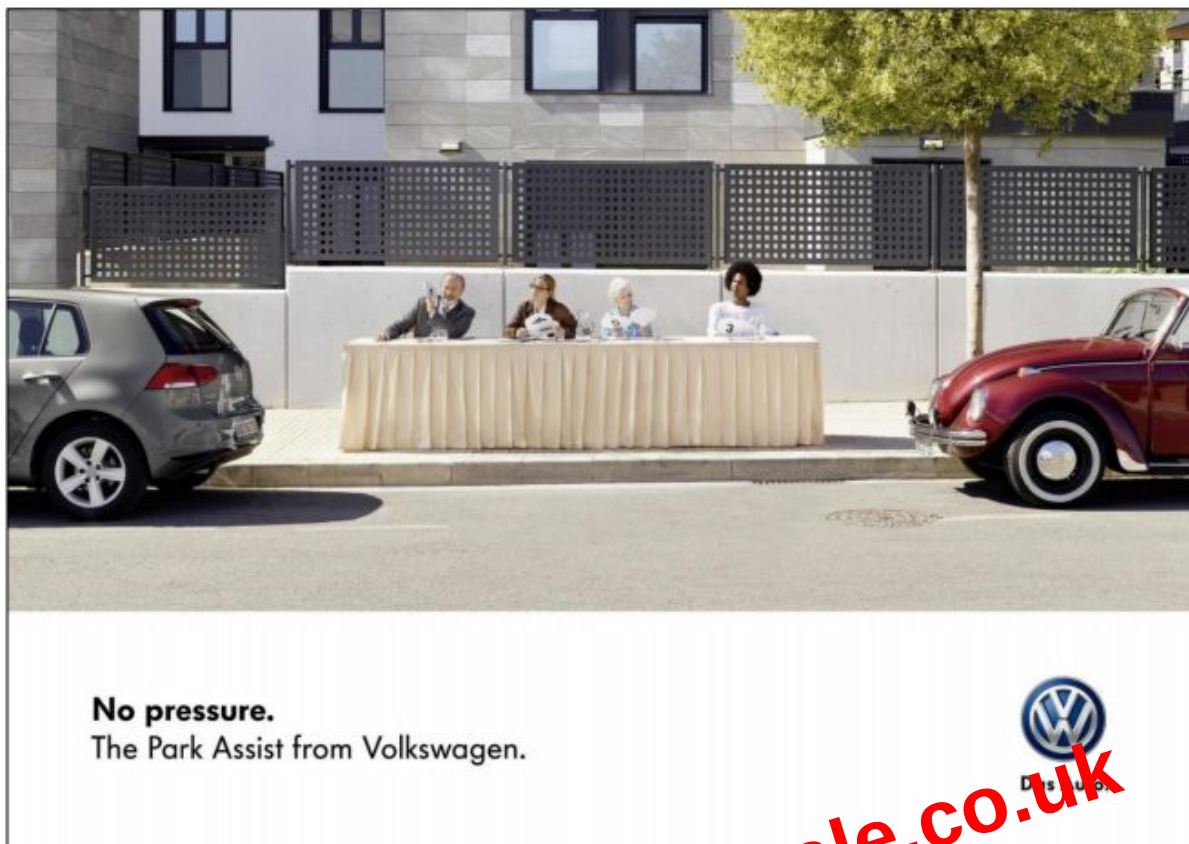


Leica M10 digital camera



Fujifilm X-A5 digital camera

Exhibit K. (Volkswagen)



By product attribute (built-in automatic parking assist system) - USP

By product benefits (parking with no pressure - easier with technological advantage, being judged by other people in the ad to show that this benefit will help which relates to the use and user

By use (parking assistance)

By use (those who are pressured while parking) - may appeal to younger/new drivers as many buy Volkswagen to start off with or in their early driving years so they may not be good at parking as that's the stereotype so it is appealing to them.

Arguably, against a competitor (Copy reads "No pressure", may suggest parking with other brands are under pressure) - who don't have the parking assistance

Not by product price/quality

Not by heritage/culture

Not by product class dissociation