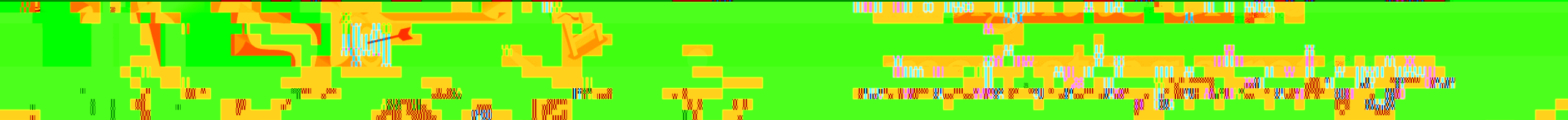
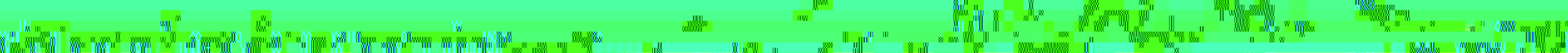
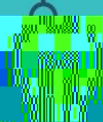
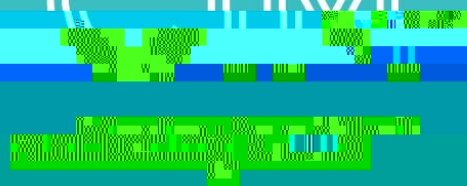
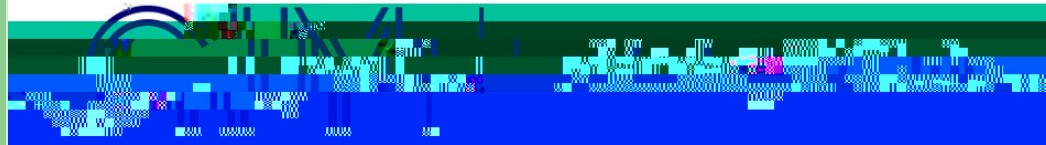


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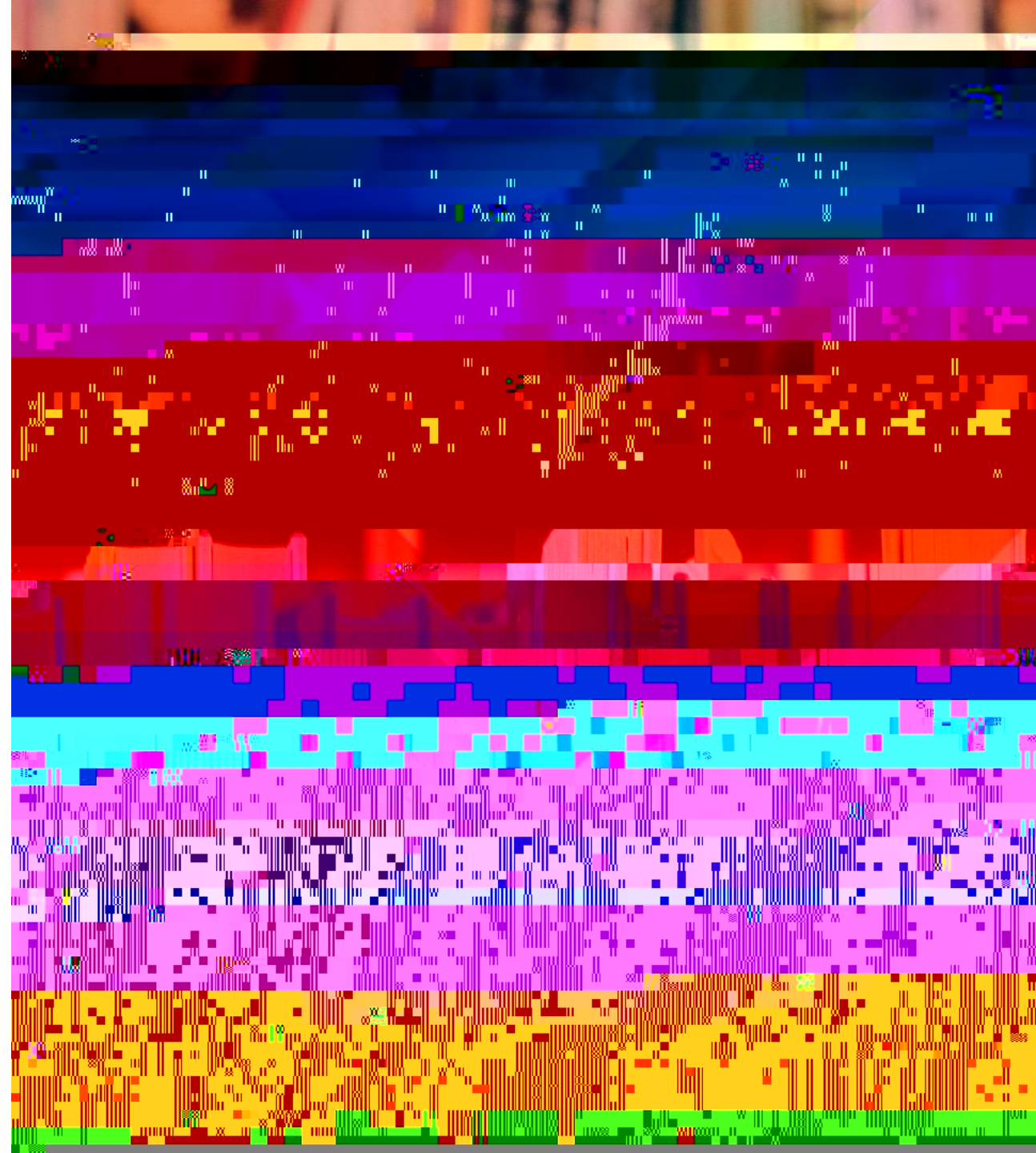
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Introduction

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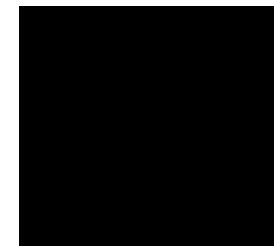
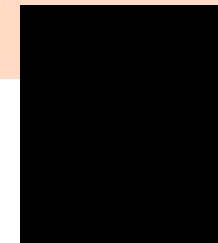
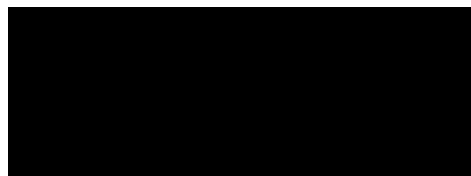
Award winning
Client side
marketer and
consultant with
over 20 years

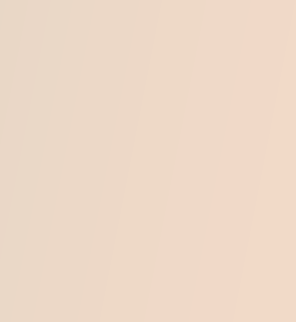
Delivered
growth for a
Variety of
household
brands

Founder and
director Labyrinth
marketing step
changing the
growth of brands,
agencies and
people

Podcast Host and
Author- The Whole
Marketer







What?

Why?



what

why



Customer insight:

that way

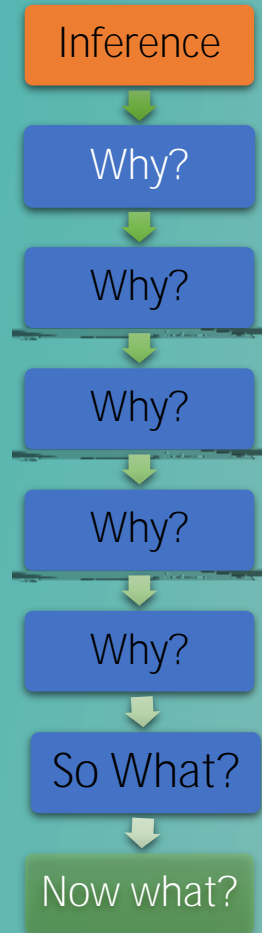
why they behave



" Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." CIM







5 Whys Example



identified value growth in cat food

Premium brands of cat food are in growth, driving the value

Cat owners are willing to pay a premium for cat food

Because cats are part of their family

Because they like to treat their cats and give them the best

Because they feel bad for leaving them at home all day

Cat owners want to treat their cats because they are part of the family and to alleviate guilt from leaving them at home alone

Use this human truth in future communication and expand your premium range



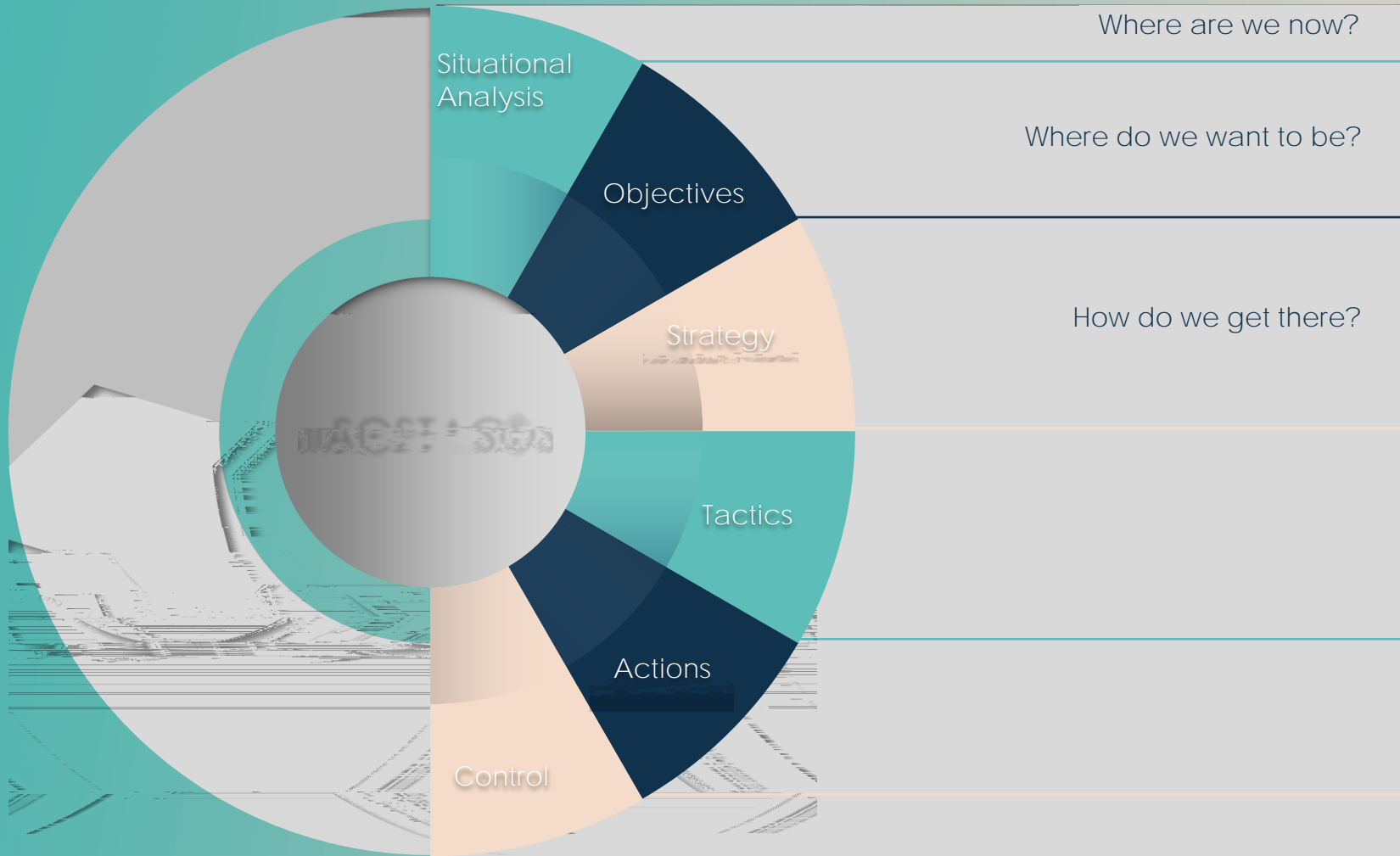
What?

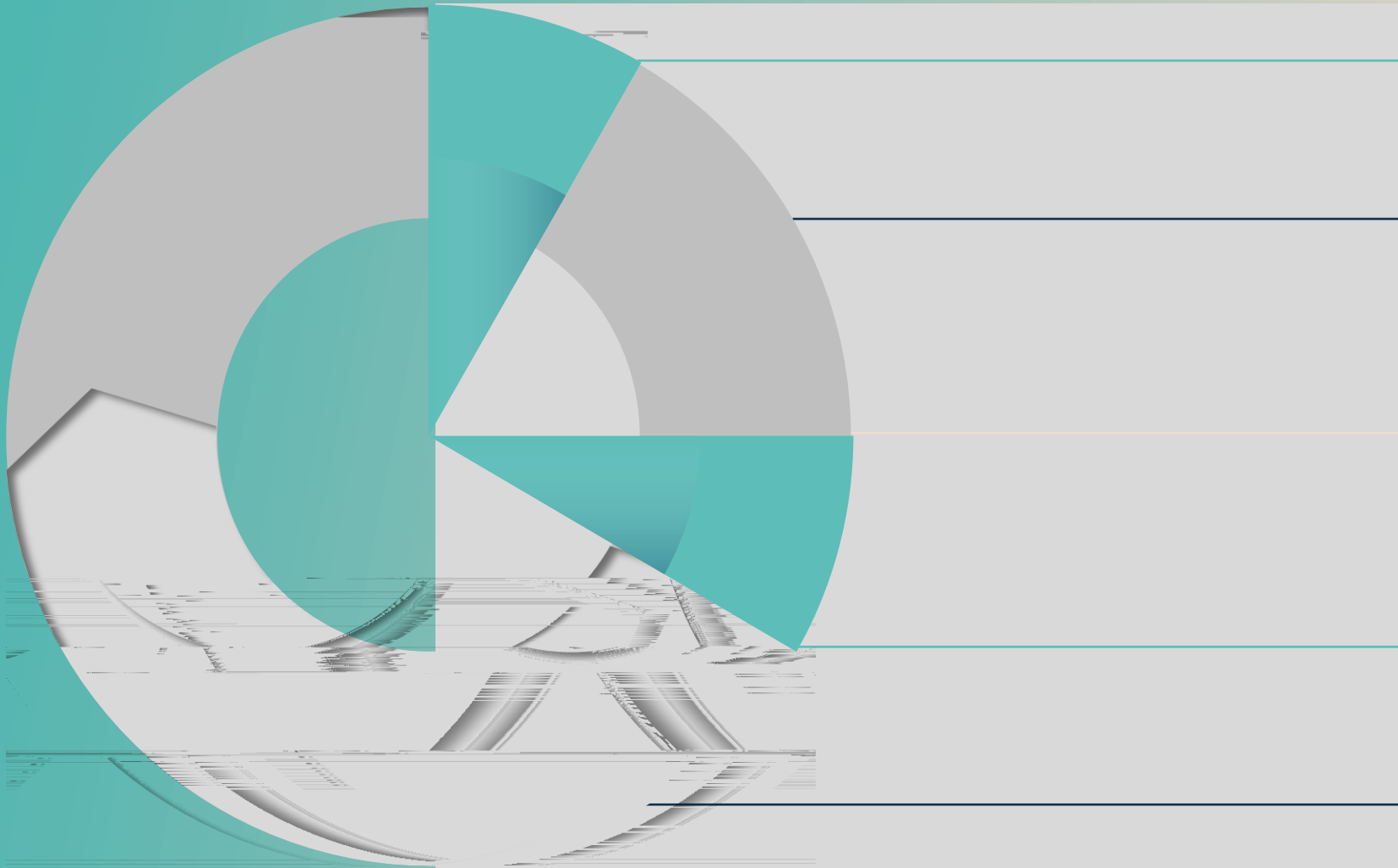
So
What?

Now
What?











Marketing Club

Entrepreneurship

Marketing Club

Entrepreneurship

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