



# HIGHER PURPOSE

## MARKETING MESSAGES

WHAT DO WE BELIEVE OUR HIGHER PURPOSE IS?

WHAT ARE THE DREAMS OF OUR CLIENT GROUP?

WE LOVE:

WE ARE A HERO FOR:

OUR COMMON ENEMY IS:

OUR POINT OF VIEW IS:

OUR COMPELLING MARKET MESSAGE IS:

WHERE, WHEN AND HOW WE WILL MARKET THIS MESSAGE: