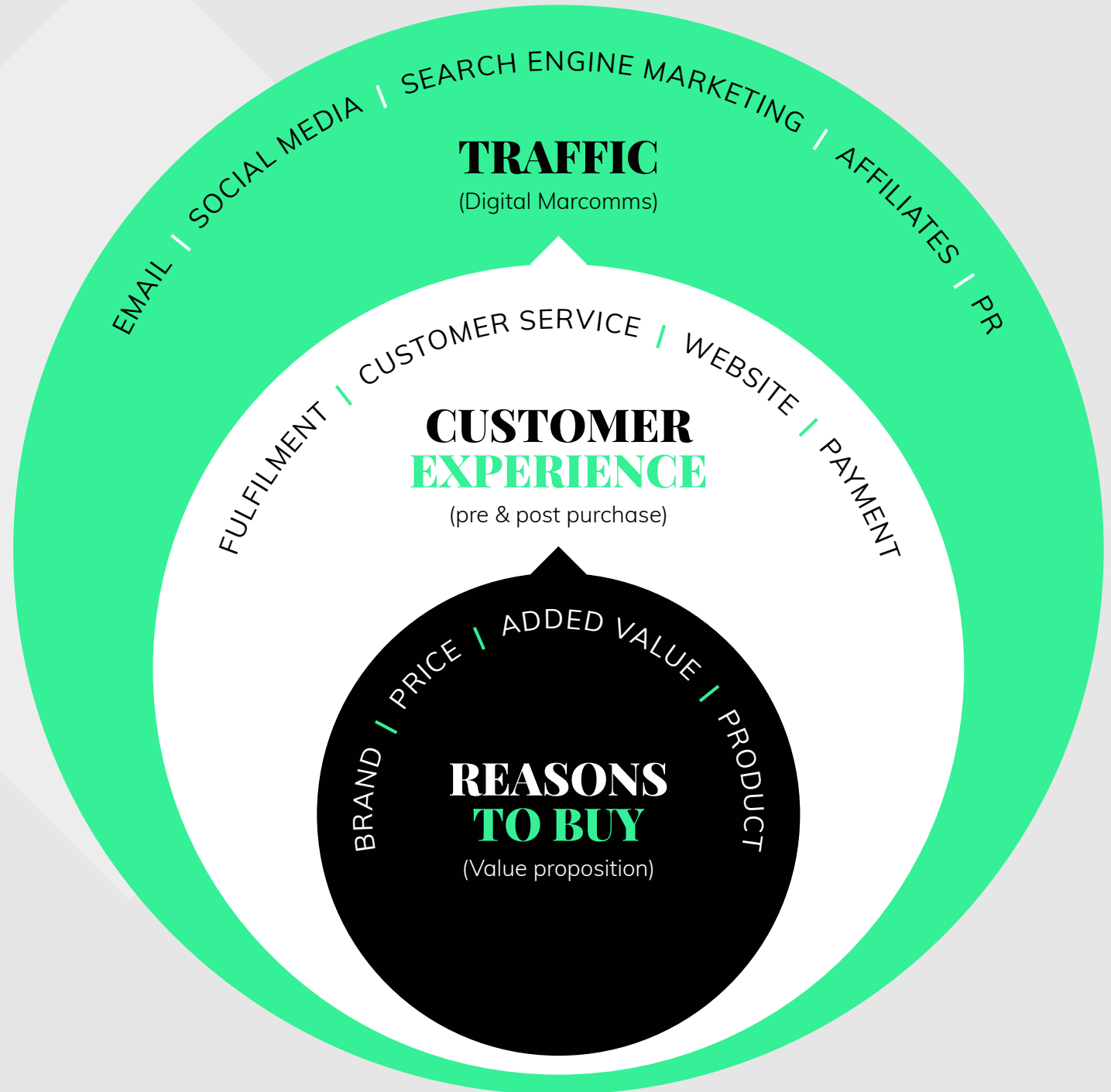




For these purposes we have highlighted purely 'Digital Marcomms'. However there is significant value in considering the more traditional avenues of advertising as a driving force of brand demand and thus traffic to your website.

It is important to note that this is for your initial framework, and the elements identified are not finite.



D-2-C

STRATEGIC FRAMEWORK