



Brand Character Surrogates Exercise

Use specific Brand names ... for the "because" use short, descriptive phrases and/or words

Retail Brand	Beverage Brand	Clothing Brand	Skincare Brand	Airline Brand
<i>It would be ...</i>	<i>It would be ...</i>	<i>It would be ...</i>	<i>It would be ...</i>	<i>It would be ...</i>
<i>Because ...</i>	<i>Because ...</i>	<i>Because ...</i>	<i>Because ...</i>	<i>Because ...</i>