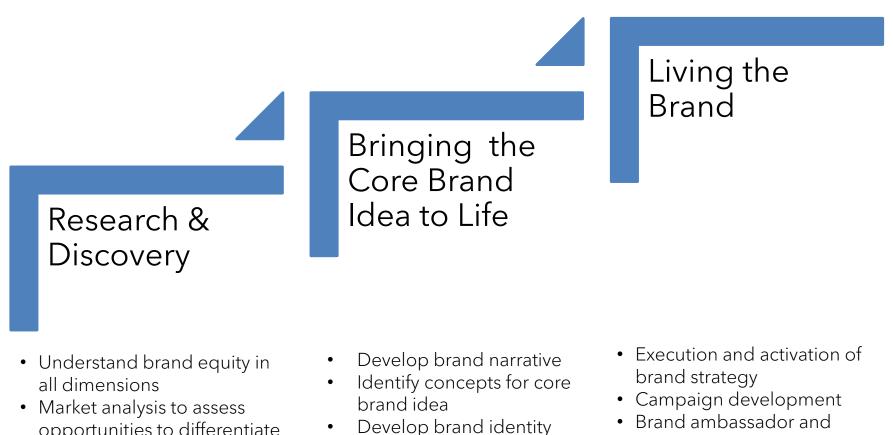
## **Research-Informed Organizational Branding**



- opportunities to differentiate
- Audience assessment

message training



elements, in all forms

