

What are the meaningful brand touches you can make in The Initiate Phase, The Build Phase, and The Sustain Phase?



The Initiate Phase:

1. _____
2. _____
3. _____
4. _____

The Build Phase:

1. _____
2. _____
3. _____
4. _____

The Sustain Phase:

1. _____
2. _____
3. _____
4. _____