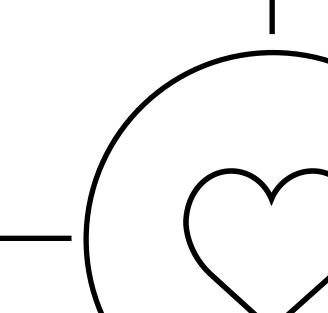


AUDIENCE EMPATHY MAP

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SENSE: What they see and hear

THINK: What they think

DO: How they act

FEEL: What they feel