













Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_







HOUSTON 02.05.17





Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brand/Company: \_\_\_\_\_  
TM: \_\_\_\_\_  
Goal: Pathos Logos Ethos  
Why: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Hour: \_\_\_\_\_

