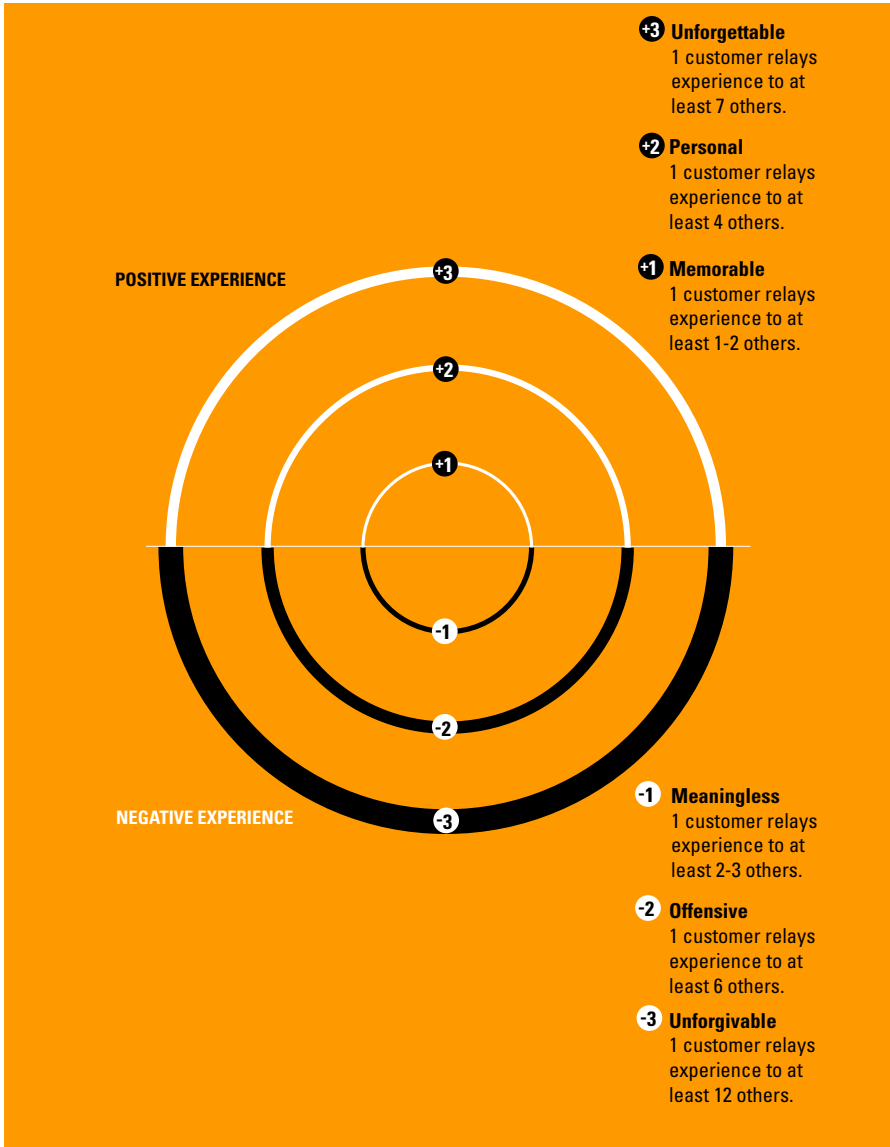


MOMENTS OF IMPRESSION: THE GOOD AND THE BAD



There are six distinct levels of impact that your customers can feel after they've had an encounter with your Brandtenders. Three of them are on the positive side of the customer-encounter equation while three are negative.