Name of the persona:											
THE LENS											
						Attribute: Functional benefit: Emotional & Social:					
THE JOU	RNEY										
CAMPAIGN											
CONTENT BUCKETS											
CHANNE	LS										
Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid	Owned	Earned	Paid	Hybrid
W D I											
KPI											