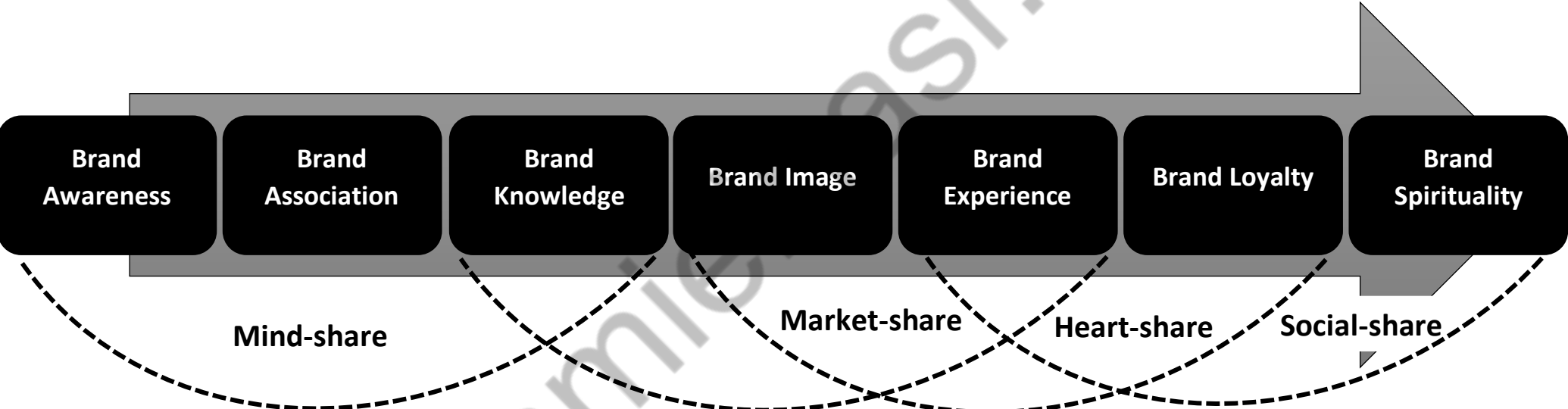


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**Brand Awareness**

**Brand Association**

**Brand Knowledge**

**Brand Image**

**Brand Experience**

**Brand Loyalty**

**Brand Spirituality**

**Mind-share**

**Market-share**

**Heart-share**

**Social-share**