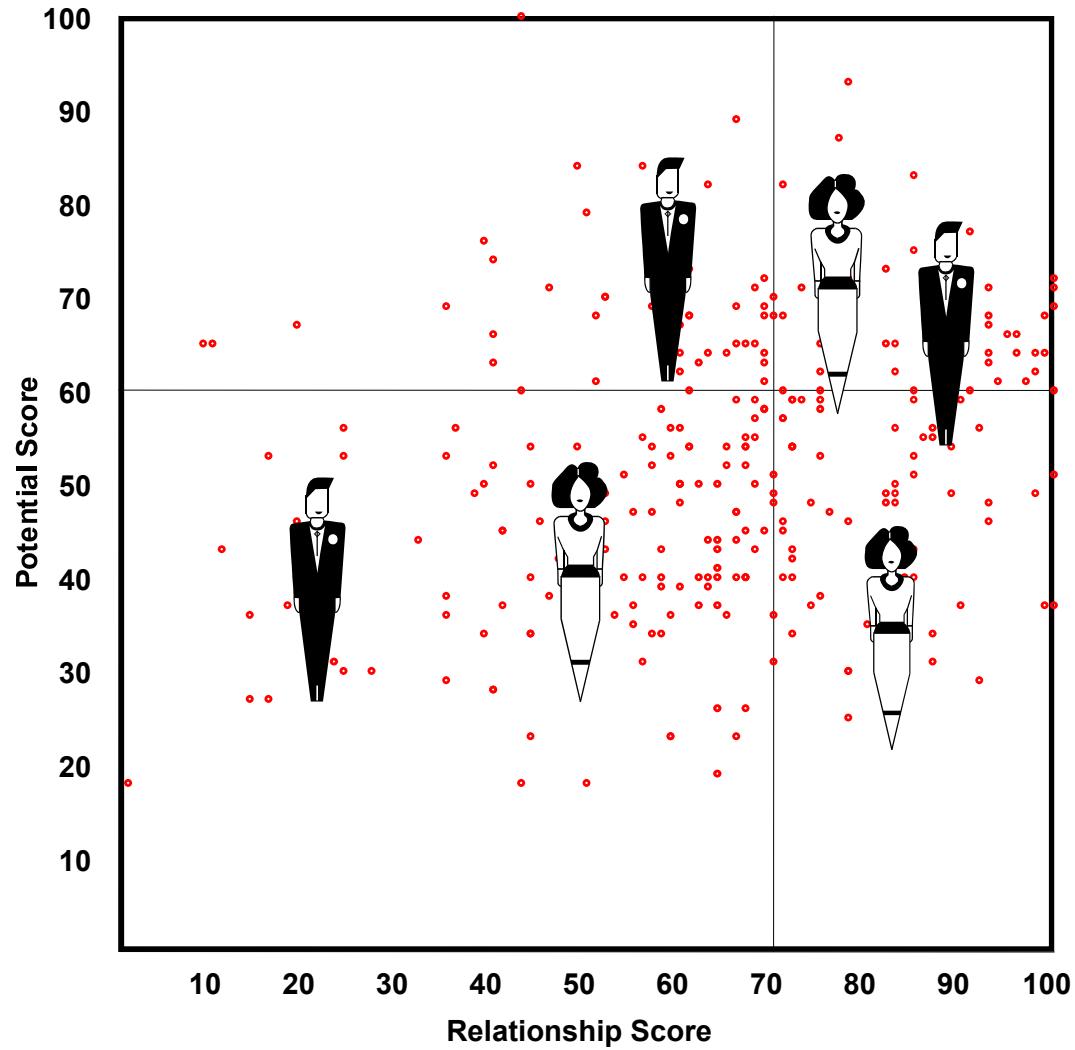
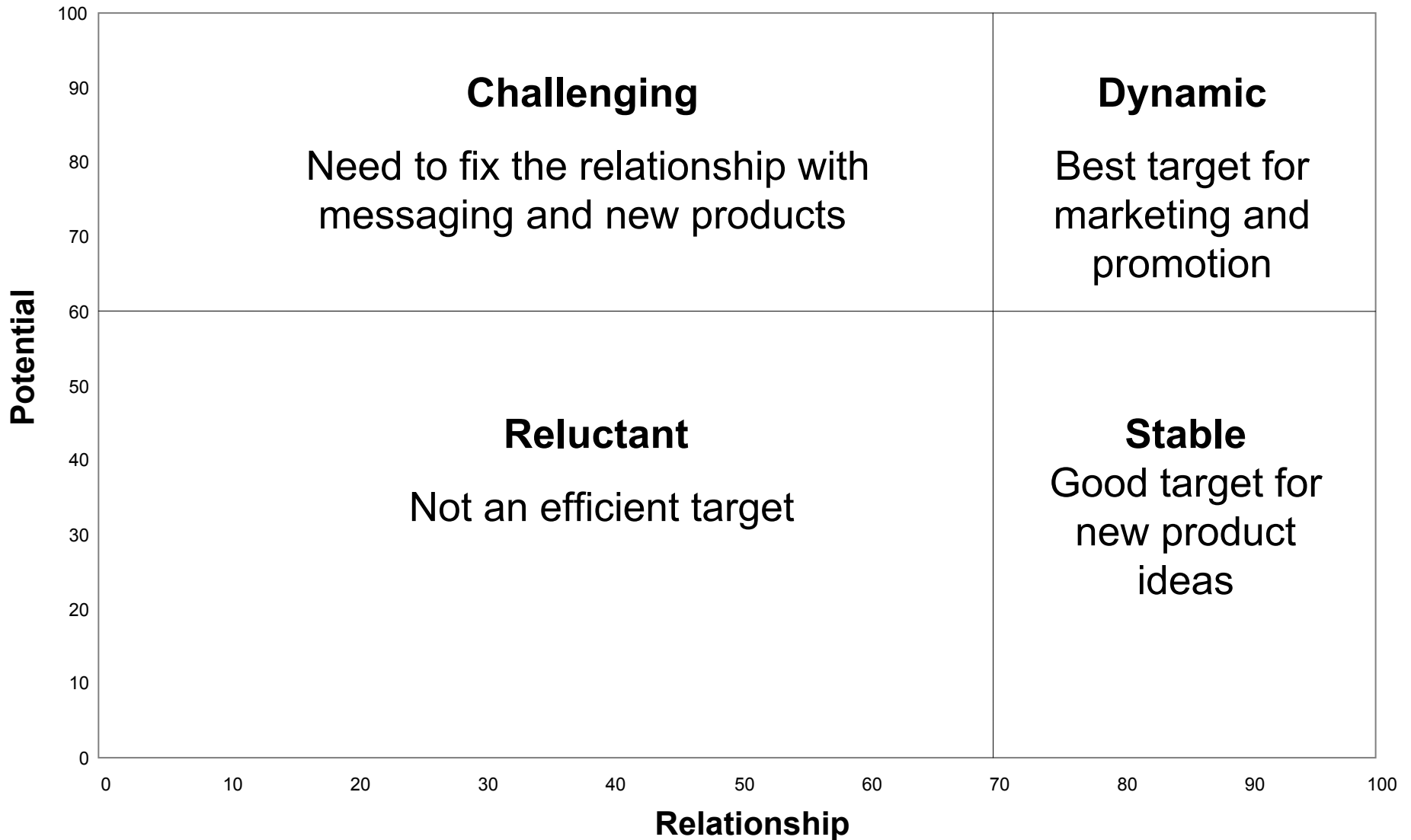


# Consumers On The Momentum Grid



# Consumer Groups for Each Brand

Created separately for Total Sample, Brand Users and Brand Non-Users



# Brand A Momentum Map

## Total Sample

