

## Objective

Inspire the brand team to **think differently** and **illuminate principals** the brand can use to educate and engage with **it's** consumer, empowering her with the information she needs to **select the right products** for her in a **crowded & confusing** category.

### Annotations



### Drawing Markups



### Review

- Send for Shared Review
- Send for Email Review
- Track Reviews...

### Comments List (142)

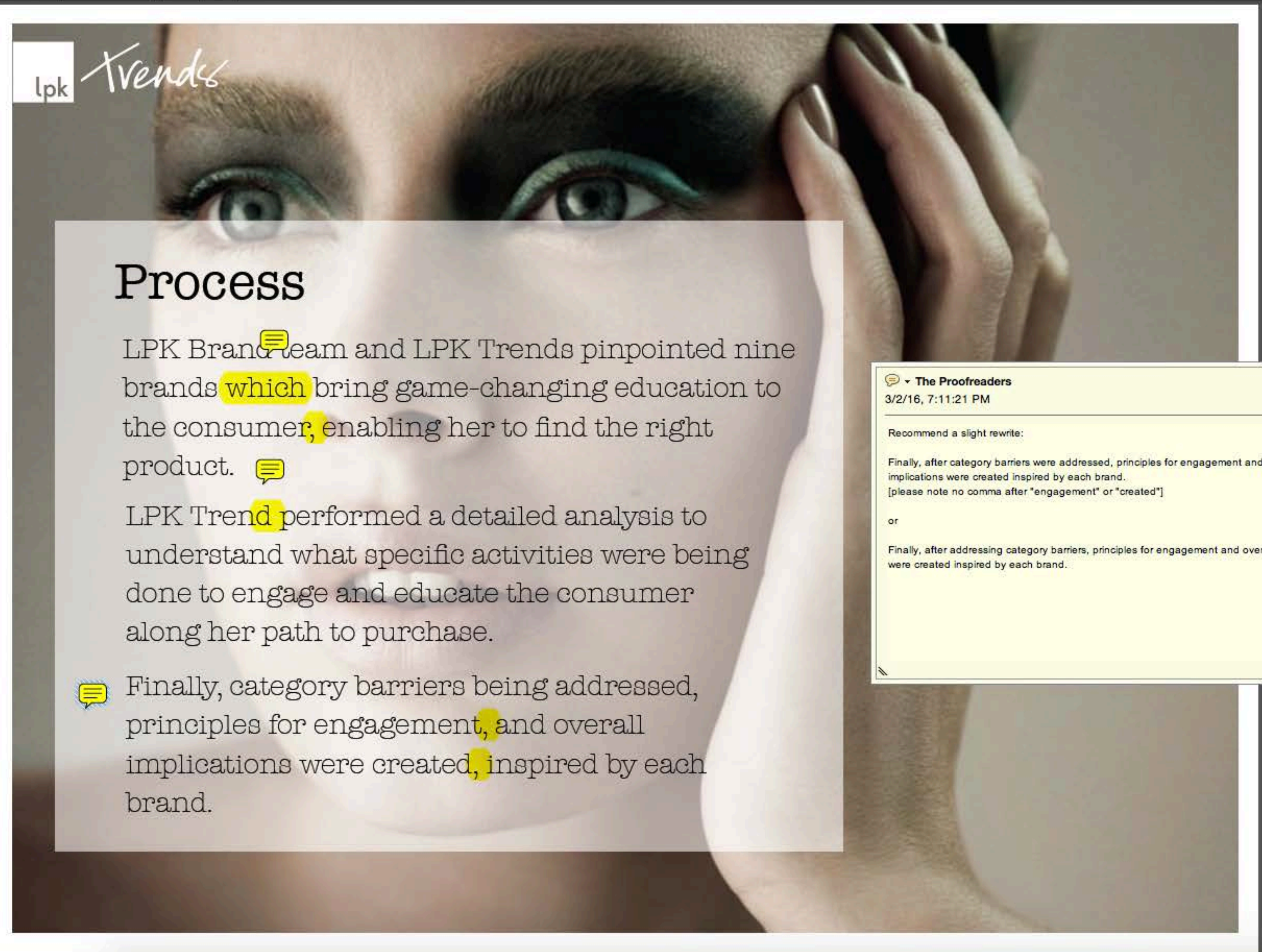
Find

- The Proofreaders**  
Page 1 3/2/16, 2:55:41 AM  
Is this the date you wish to use?
- The Proofreaders**  
Page 2 3/2/16, 7:10:45 PM  
principles  
[note spelling]
- The Proofreaders**  
Page 2 3/2/16, 2:57:18 AM
- The Proofreaders**  
Page 2 3/2/16, 7:10:50 PM  
its  
[No apostrophe. "It's" means "it is."]
- The Proofreaders**  
Page 2 3/2/16, 2:57:44 AM
- The Proofreaders**  
Page 2 3/2/16, 3:03:36 AM
- The Proofreaders**  
Page 2 3/2/16, 7:24:37 PM  
Change ampersand to "and" per the punctuation guidelines in your "Trends Writing Style Guide."



Acrobat toolbar with icons for Create, Save, Print, Mail, Settings, and various editing tools. Navigation controls show page 3 of 30 and a zoom level of 87.1%.

Tools Comment Share



# Process

LPK Brand team and LPK Trends pinpointed nine brands which bring game-changing education to the consumer, enabling her to find the right product.

LPK Trend performed a detailed analysis to understand what specific activities were being done to engage and educate the consumer along her path to purchase.

Finally, category barriers being addressed, principles for engagement, and overall implications were created, inspired by each brand.

Review comment box from 'The Proofreaders' dated 3/2/16, 7:11:21 PM. It contains a request to 'Recommend a slight rewrite:' followed by two alternative sentence structures for the text above.

### Annotations

Annotation toolbar with icons for adding comments, drawing shapes, and text boxes.

### Drawing Markups

Drawing Markup toolbar with icons for rectangles, circles, lines, and other geometric shapes.

### Review

- Send for Shared Review
Send for Email Review
Track Reviews...

### Comments List (142)

- Find search bar
The Proofreaders - Page 3 3/2/16, 7:11:21 PM
Recommend a slight rewrite:
Finally, after category barriers were addressed, principles for engagement and overall implications were created inspired by each brand. [please note no comma after "engagement" or "created"]
or
Finally, after addressing category barriers, principles for engagement and overall implications were created inspired by each brand.
The Proofreaders - Page 3 3/2/16, 7:24:18 PM
The Proofreaders - Page 3 3/2/16, 4:22:39 PM
The Proofreaders - Page 4 3/2/16, 7:38:20 PM
Page 10 and page 15 have an additional touchpoint at the beginning: PRINT