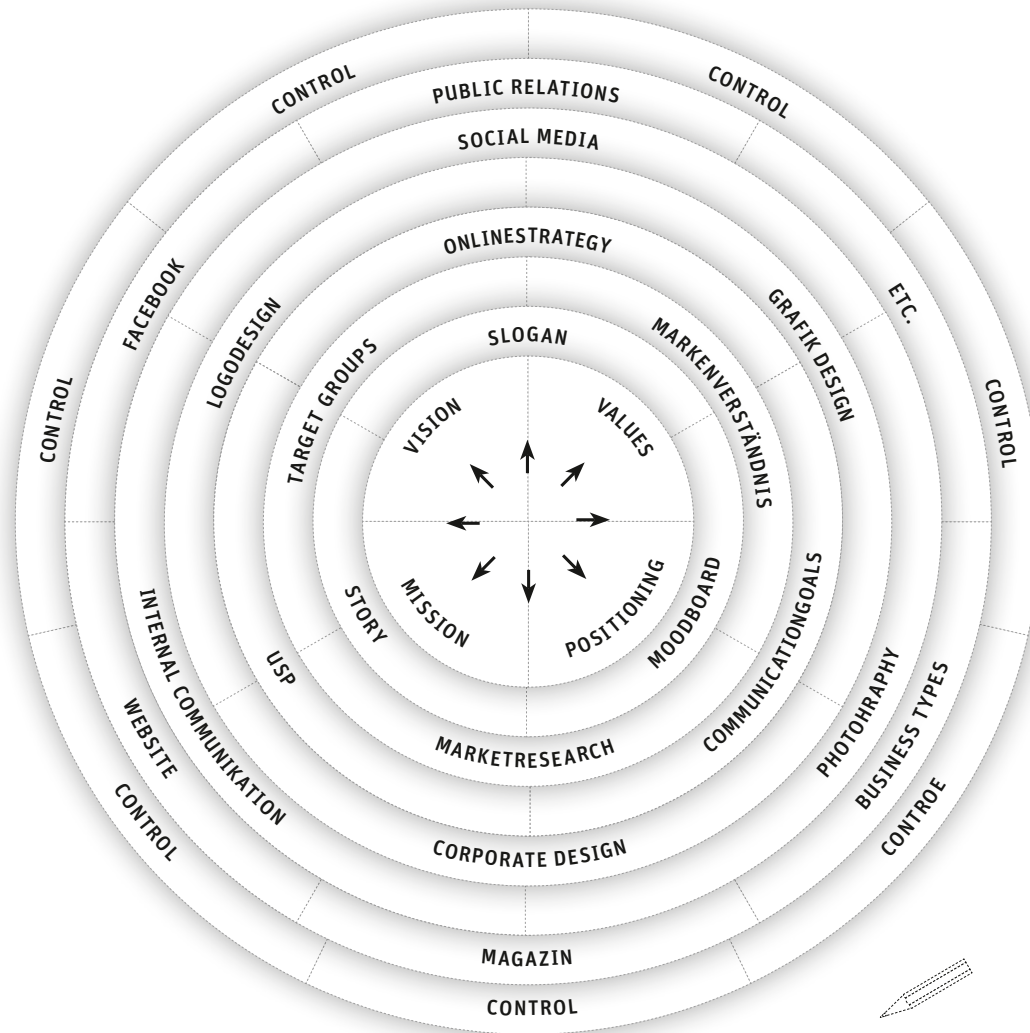


Excercise: The value-oriented self-check of your brand



JUST COLOR
IT YOURSELF

Rot: high need for action

Orange: need for action

Grün: hardly any need for action