



BRAND MAXIMISER TABLE

To accompany the exercise from The Hippo Campus Book.
Find out more at: www.thehippocampusbook.com

| BRAND MAXIMISER TABLE | Touchpoint: | Touchpoint: | Touchpoint: | Touchpoint: | Touchpoint: |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Brand Value 1: | | | | | |
| Brand Value 2: | | | | | |
| Brand Value 3: | | | | | |
| Brand Value 4: | | | | | |
| Brand Value 5: | | | | | |