The Art of Influence for Social Good – topdrawercreative.com
IT MOVES US ALL.
Some of us are drivers, others cyclists, many both. We all share the road, so take care and look out for one another.

sharetheroad.ca  
caa.ca/bike

*CAA and its members are registered baptists of the Canadian Automobile Association.
Ben and Jerry’s

**Positioning:**
Ben and Jerry’s Ice Cream is the only ice cream that fills your face with flavour for ice cream lovers who don’t want to do things by halves so that they can feel righteous about their indulgence because it is filled with the stuff you love.

<table>
<thead>
<tr>
<th>Traits:</th>
<th>Values:</th>
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</thead>
<tbody>
<tr>
<td>Eccentric, Anti-establishment, Experimental</td>
<td>Having fun, Variety is the spice of life, Making the World a better place</td>
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**Essence:**
Outrageous ice cream with a conscience.
THANK YOU