

The marketing and advertising arena has been brandwashed. All too often we pray to the product personality rather than look to meet the wants, needs and desires of the shopper and/or consumer. A product that sits on the shelf is worth nothing, and the majority of purchase decisions are made within the retail environment, the Point of Sale vs. The Point of Sofa. Brandwashed delivers concrete advisement to help all businesses, great and small, identify and capture the attention of their target audiences efficiently and cost effectively.

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