

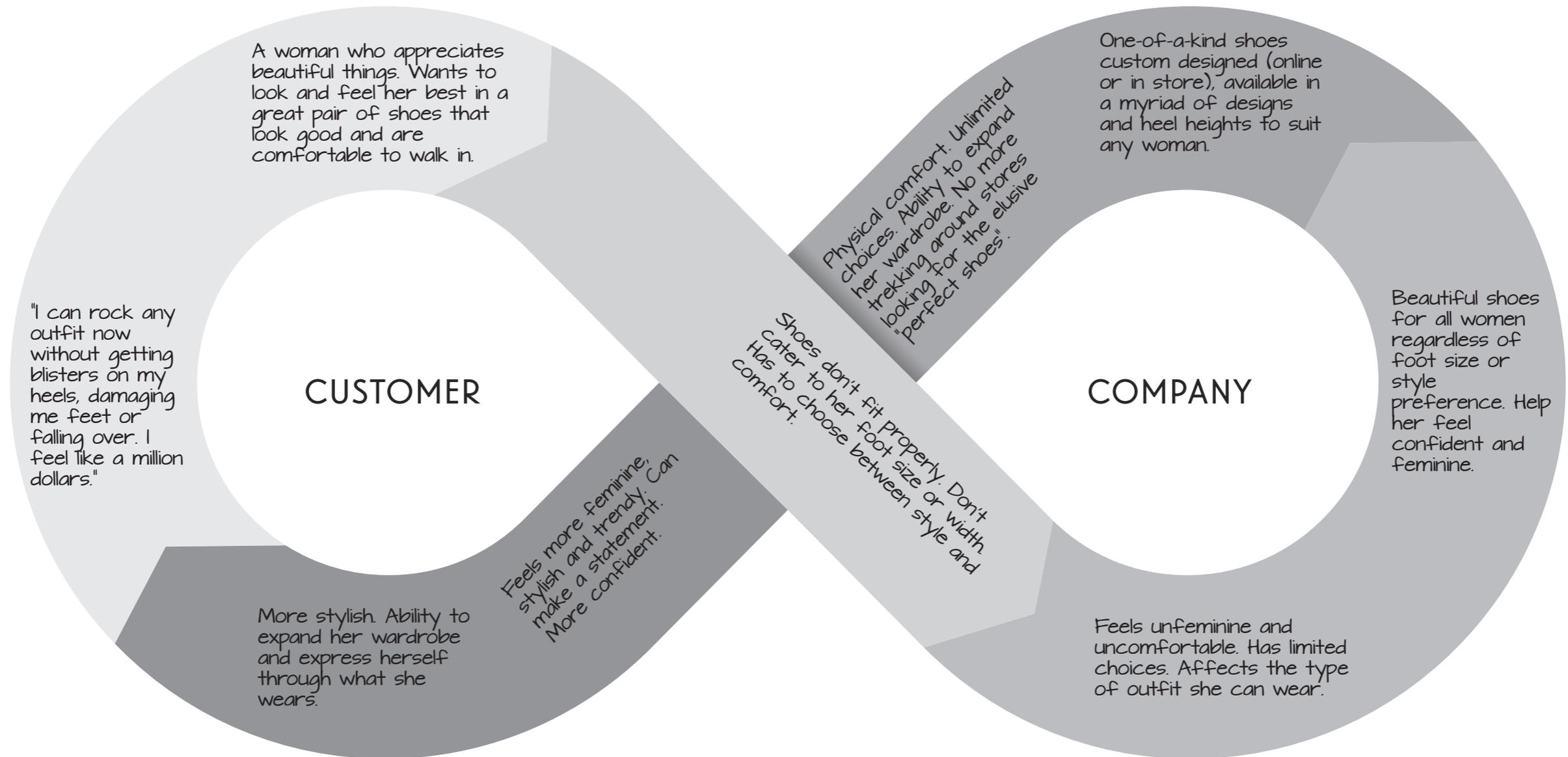
THE STORY STRATEGY BLUEPRINT

Created for Shoes of Prey*

Date April 19, 2015

1. STORY

3. PRODUCT



4. EXPERIENCE

2. INSIGHT