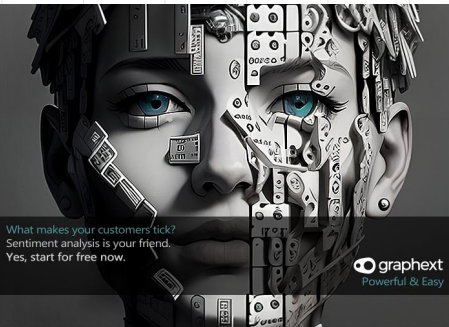
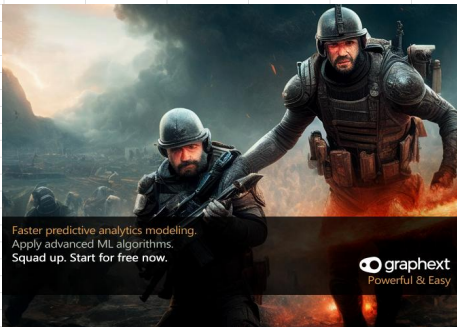
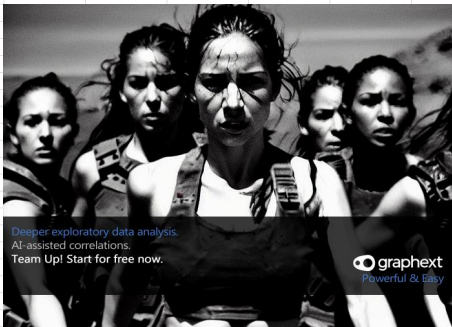


Brand Strategy & Campaign (sample)					
Study: https://www.zippia.com/data-scientist-jobs/demographics/ Data Scientist Demographics & Statistics in the US Sep 2022					
Male	79.60%	\$108,366			
Female	20.40%	\$103,681			
Bachelors	51%				
Masters	34%				
Doctorate	13%				
40+ years	49%				
30-40 years	30%				
20-30 years	22%				
White	64.20%				
Asian	18.80%				
Hispanic or Latino	6.90%				
Unknown	5.40%				
Black or African American	4.20%				
American Indian and Alaska Native	0.50%				
Brand Identity & Voice Mantra: Graphext: Powerful & Easy.			Brand Identity & Voice Mantra: Graphext: Powerful & Easy.		
Sources: Graphext is powerful and easy and that is what our logo should represent. It is an easy but powerful mechanism It is an untraditional icon in the industry the approach is absolutely unique it is a simple shape it is remarkable it maximizes the space			should reflect and trickle down from logo to website UX/UI to content and landing pages to materials to various campaigns to product to UX/UI cloud interface to messaging		
			B2B/B2B2C Main Theme for all 3 brand campaigns:		
			Graphext is your friend.		
			Data Science is your friend.		
			Art Concept modern, cgi, 3D art, hyperreal, generative AI vibrant, 3D gaming, b&w, grit		
			Sub-theme 1 Purpose: Feature as solution, address concern, pain point & empower Concept: rise of technology, AI, ML & big data, maximize use		
			What makes your customers tick? Sentiment analysis is your friend. Yes, start for free now.		
					
			Sub-theme 2 Purpose: Speak their vernacular to connect Most likely: affinity to video games or gamers Concept: Call of Duty, Modern Warfare & Warzone Region/Country: USA		
			Target Segment & User Persona: Males 79.60% 40+ years 49% 30-40 years 30% 20-30 years 22%		
			Faster predictive modeling. Apply advanced ML algorithms. Squad up! Start for free now.		
					
			Sub-theme 3 Purpose: Speak their vernacular to connect Most likely: Smart, educated & independent Concept: Fitness, well-being, girls day out, friends Region/Country: USA		
			Target Segment & User Persona: Female 20.40% 40+ years 49% 30-40 years 30% 20-30 years 22%		
			Deeper exploratory data analysis. AI-assisted correlations Team Up! Start for free now.		
					
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