CASE STUDY RESEARCH

NAME:

| CASE STUDY NAME: | WHAT WORKS? WHAT DO YOU LIKE ABOUT IT? |
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| DESCRIBE THE OBJECTIVE OR PURPOSE. (Strategies, branding, marketing, design, demographics) | |
| KEY ELEMENTS IN THE OVERALL EXAMPLE, HOW WERE THEIR OBJECTIVES ACHEIVED? | |
| | WHAT DOESN'T WORK? AREAS OF IMPROVEMENT? |