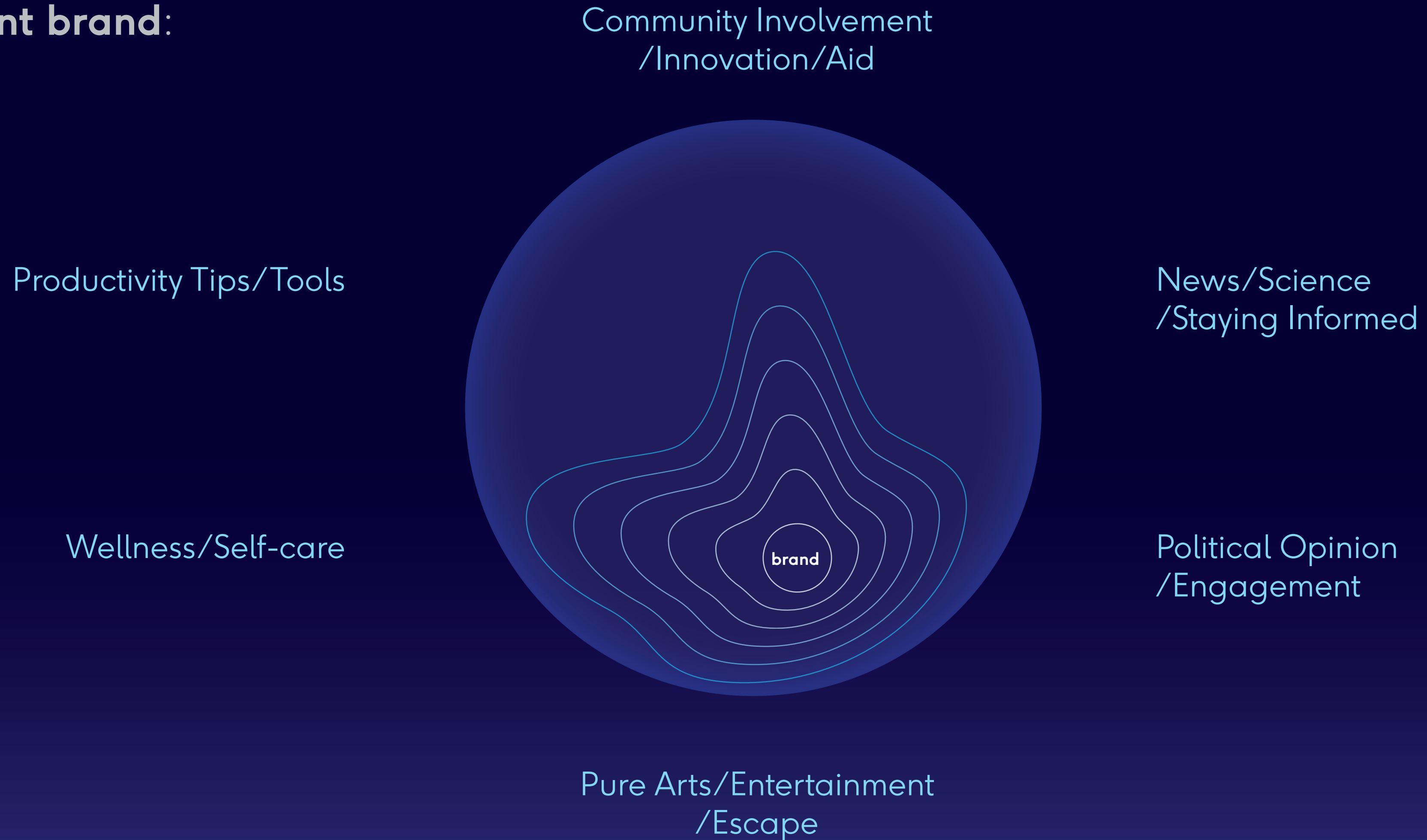


# Navigating the Covid-19 Conversation

## Covid-19 Conversation

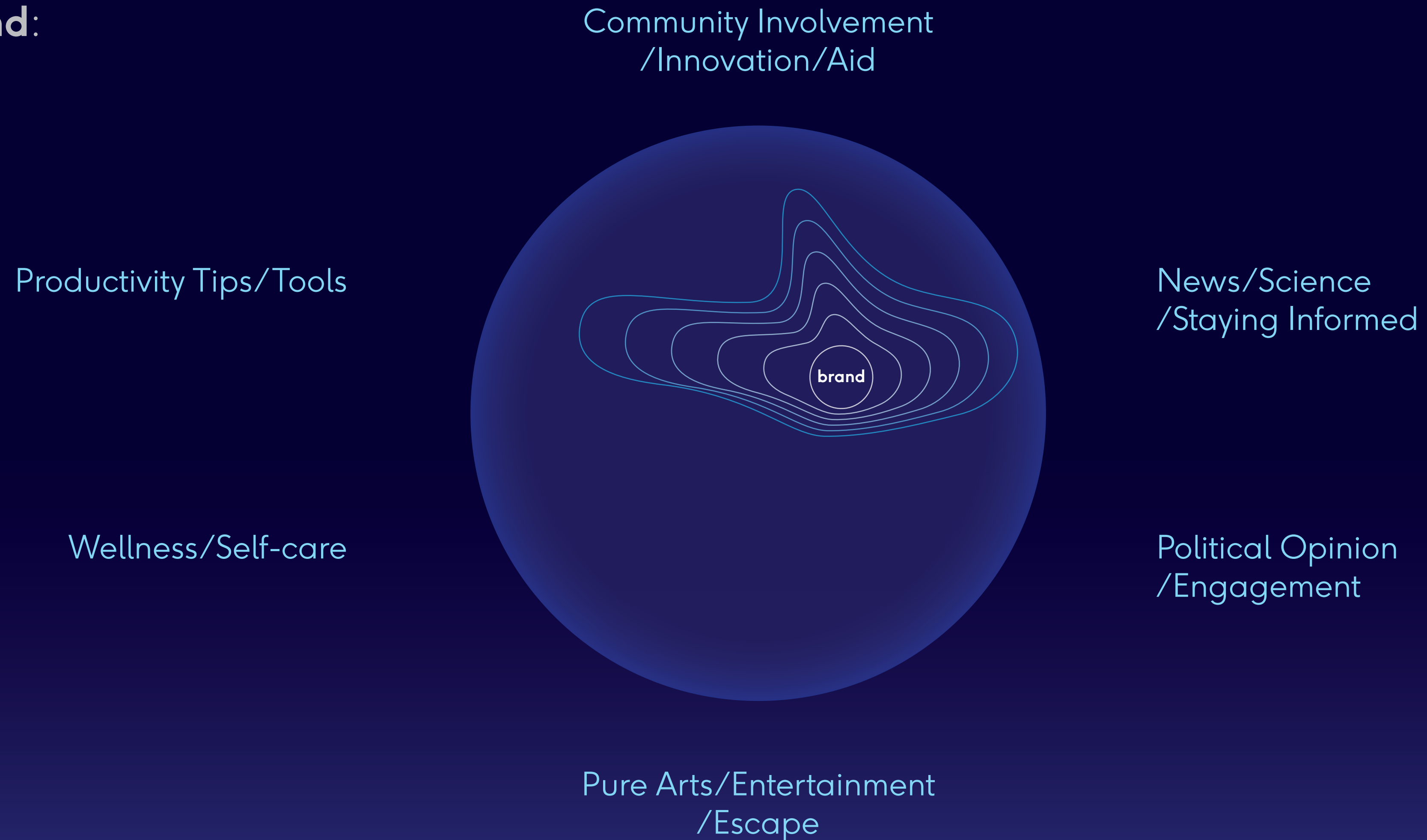
Hypothetical map for an **entertainment brand**:



# Navigating the Covid-19 Conversation

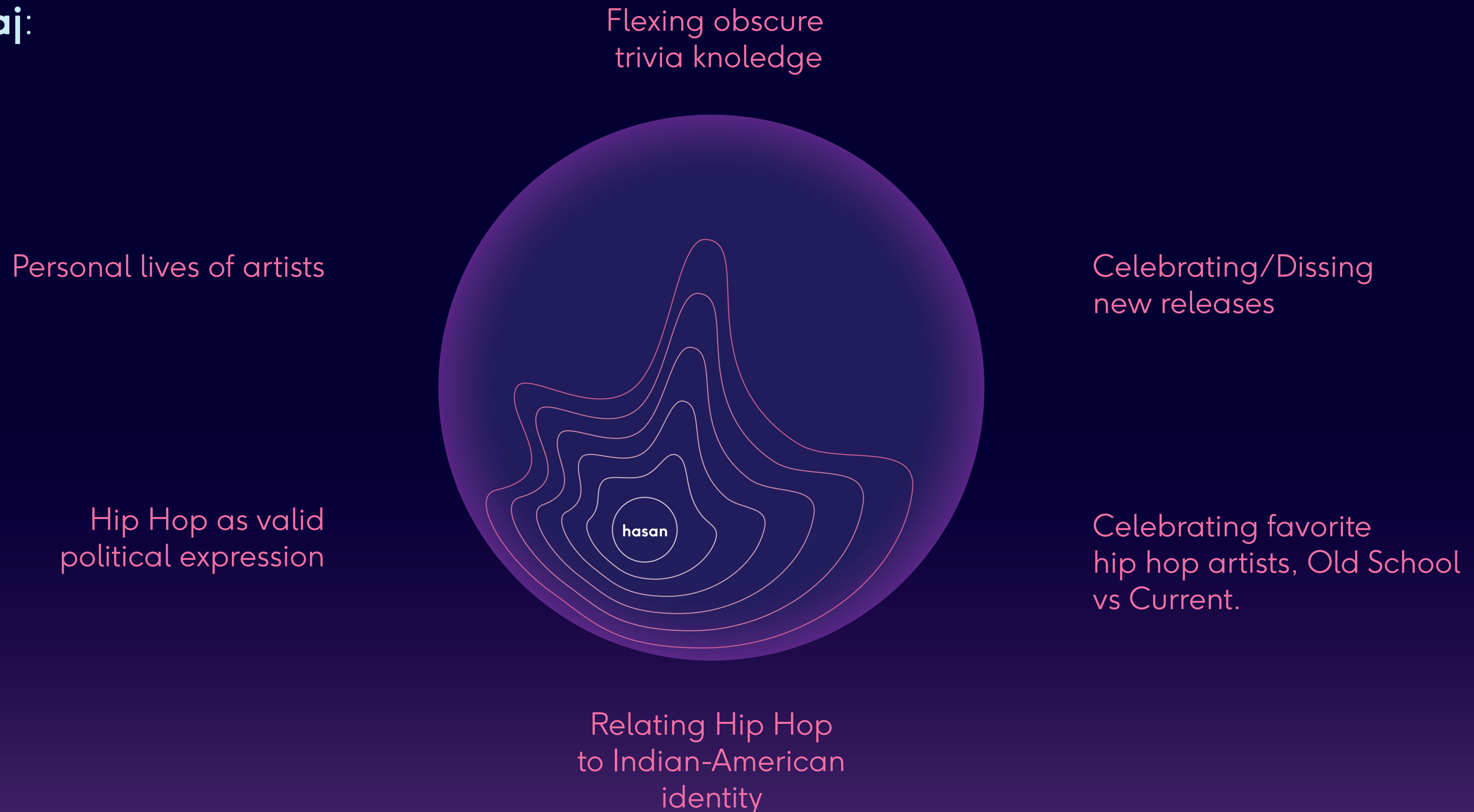
## Covid-19 Conversation

Hypothetical map for a **finance brand**:



# Navigating the Hip-Hop Conversation

Hypothetical map for **Hasan Minhaj**:



# Tapping into Audience Group Identities While Staying Authentic

Comfort zone

Exploratory

