

**metro**  
FRAMING



We operate in  
over 60 countries globally



Over 69.4 million pairs  
sold worldwide,  
since 2007



# Brand Creative - A New Language

When you think of a brand, you think of a name, a logo, a color, a shape, a sound, a feeling. But what if you could create a brand that speaks to you in a way that is truly unique and personal? That's the power of Brand Creative. It's a new language that allows you to express your inner self and connect with others in a way that is truly meaningful.

Brand Creative is a powerful tool that allows you to create a brand that is truly unique and personal. It's a new language that allows you to express your inner self and connect with others in a way that is truly meaningful. It's a language that is truly powerful and transformative.

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# TARGET MARKET

Demographic: Age 18-35, Income \$15k-\$30k, Urban  
Psychographic: Health conscious, Active lifestyle  
Behavioral: Regular gym-goers, Health food consumers  
Needs: Convenient, Affordable, High quality



Geographic: Local, Regional, National  
Market Segment: Premium, Mass Premium  
Usage: Frequent, Occasional  
Benefits: Convenience, Quality, Value

Key Features: Fast service, High quality ingredients  
Competitive Pricing: Affordable, Value for money  
Location: Convenient, High traffic areas

Marketing Strategy: Social media, Local advertising  
Distribution: Direct, Indirect  
Sales Channels: Online, In-store

Source: <http://www.fishbase.org>



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"Haven't bought or worn  
another brand since 2008.  
Nothing is as comfy."

AMAZON



"All my footwear is FitFlop.  
I have over 70 pairs of sandals,  
boots, trainers and slippers!"

FitFlop is a leading brand of footwear.



The legend of the cuckoo is a story that has been told in many different ways. In some versions, the cuckoo is a bird that lays its eggs in the nests of other birds. In other versions, the cuckoo is a man who disguises himself as a woman. The legend is often used to explain the cuckoo's behavior, which is to lay its eggs in the nests of other birds. The legend is also used to explain the cuckoo's behavior, which is to disguise himself as a woman.

