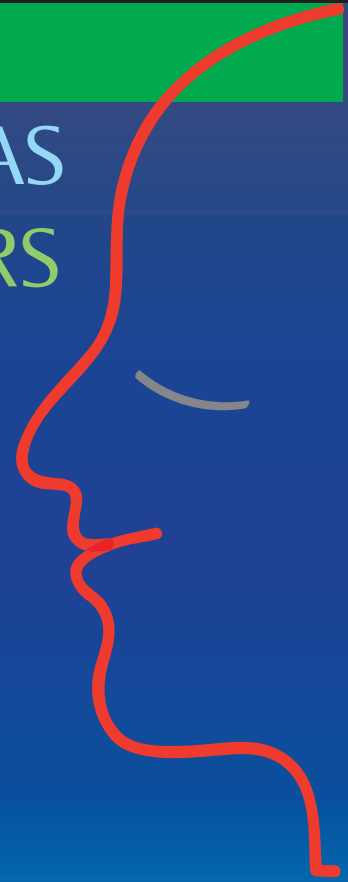


# CASES

## FROM ADIDAS TO ZIP CARS



- CASE 1 A Car for Women, by Women  
CASE 2 Villians in TV Shows  
CASE 3 Don't Wear Your Stockings! Spray Them
- CASE 4 Cars by The Hour  
CASE 5 "Don't Breathe.... Buy Our Diesels"
- CASE 6 Going to the Ball Game?  
Take Your Psychographics With You
- CASE 7 NASCAR—Balancing Your Attitude  
CASE 8 A Festival of Love—Courtesy of Your Government!
- CASE 9 Selling Victoria's Secret in Saudi Arabia
- CASE10 "So I Got a New Face"
- CASE 11 How I Bought My Car
- CASE 12 Grandpa, You Are Driving My Car!!
- CASE 13 Consuming Brands, Experiencing Selves:  
A Tale of Two Consumer Life Projects
- CASE 14 Reader's Digest Gets Psychic
- CASE 15 Money for Nothing and Hits for Free  
CASE 16 Tween Power in the Market
- CASE 17 Ruehl No. 925  
The Abercrombie & Fitch Consumer Grows UP!
- CASE 18 Communicating with Consumers—  
The Joy of Lacing Up Without A Shoe

Comprehensive CASE

### THE REAL TRUTH ABOUT BEAUTY

Brand Dove Asks Women When They Feel Beautiful