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## Media & Advertising

### Introduction:

This survey will help us understand your unique challenges and goals in connecting with your audience through impactful media and advertising strategies.

### Strategic Questions:

1. What audience or target market does your advertising aim to engage (e.g., consumers, businesses, specific demographics)?
  2. What are your top priorities for improving your media or advertising strategy?
  3. How would you describe your current brand identity, and how do you envision it evolving?
  4. What advertising channels or platforms do you currently use (e.g., TV, social media, print)?
  5. What metrics do you use to measure the success of your advertising campaigns?
  6. Are there new campaigns, platforms, or creative directions you are considering for the future?
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