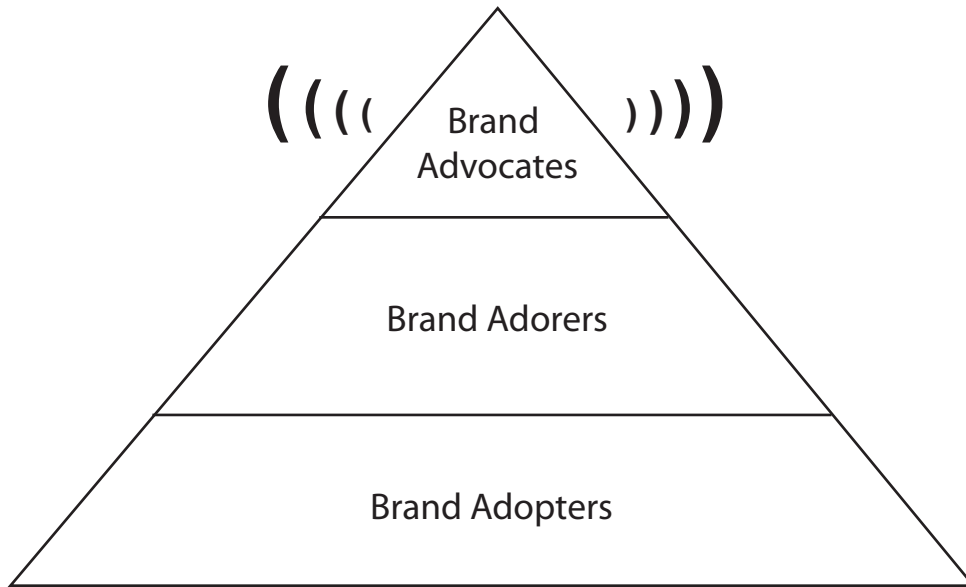


# Brand Advocacy Pyramid



*Source: Connected Marketing, Paul Marsden, London School of Economics/Associate Director of Spheris*