CASE180 Exercise

**Example**

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| **Product / Service :** Poopourri |
| **Components** | **Advantage Statements****How it solves problem. What the product or services does, helps, or helps you to avoid** | **List 3 sentiments for each advantage** |
| 1. Warranty : Stink free guarantee
 | * If it doesn’t work, Full refund
 | Success and SecurityPain |
| 1. Essential Oils
 | * Masking the stench, Leaving not a trace that you were every there
* Traps those in embarrassing odors at the source by creating a film on the water's surface.
* Releases pleasant aromas so all those around you smell is a refreshing bouquet of essential oils
* Avoid using unhealthy Aerosol fresheners
 | Pride and VanityFearSuccess and SecurityPleasureDesire |

**Your Turn**

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| **Product / Service :**  |
| **Component** | **Advantage Statement** | **List 3 sentiments for each advantage** |
| 1.
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