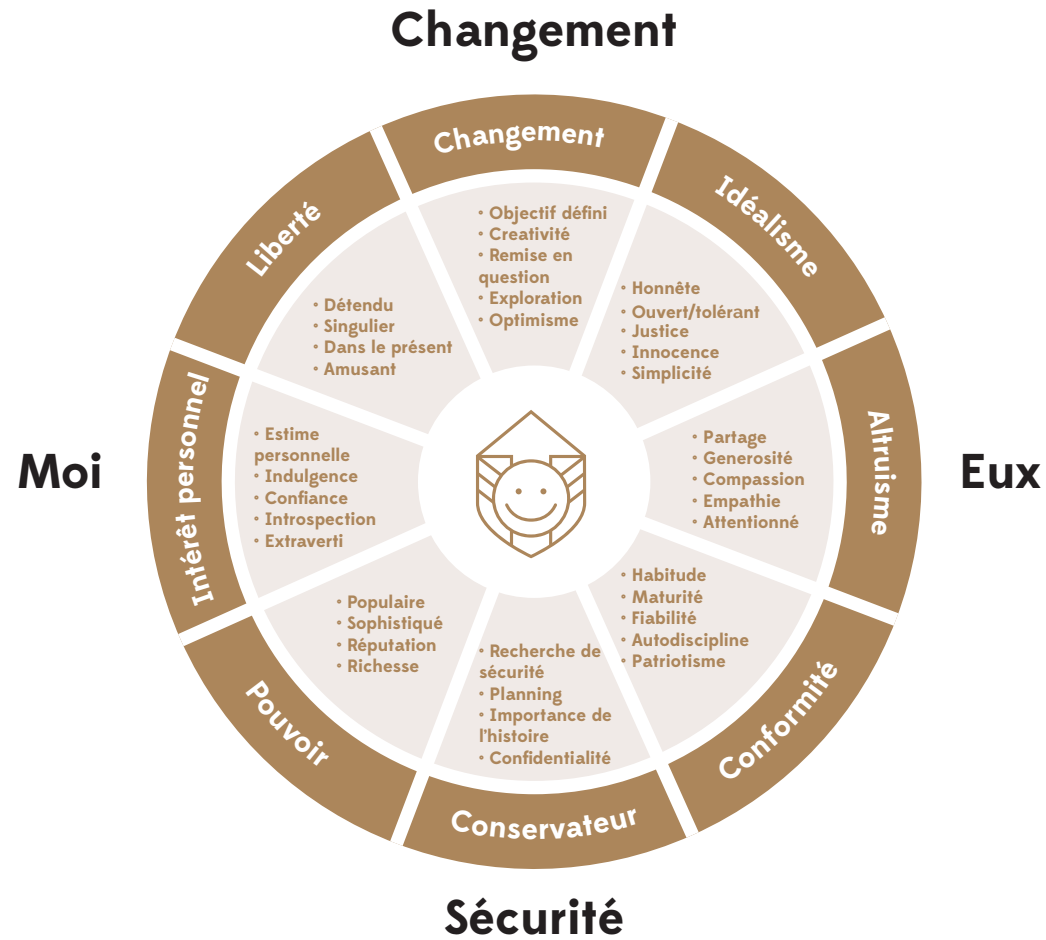


Archétypes de marque*



* Leo Burnett, (2011), HumanKind Behavioral Archetypes