

ATTACHMENT

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Interview Transcript

Interview code:

A: Interviewer

B: Interviewee

Informant 1

Sho Narimatsu

Japan

A: *Hello Sho, long time no see... First, could you tell me about yourself?*

B: Hi, Saffa... yeah it's been a long time. Okay, my name is Sho Narimatsu, I'm from Japan, but currently live in Australia for work.

A: *Please tell me your experience watching K-drama*

B: Actually I'm not really a fan of K-drama, you know... sometimes I busy with my work and I prefer fishing in my free time, but I watch several if I like the genres and the story line haha

A: *Ohhh.. I see, but how often do you watch K-drama? And what tittles?*

B: Not often, but the last time I watch K-drama is Vincenzo.

A: *And have you noticed the Kopiko appearances in Vincenzo? And maybe could you name few titles of K-drama that there is the Kopiko appearance?*

B: Hmm.. To be honest, at first I didn't really notice the appearance, but there are several scenes when Kopiko is appear, so I finally noticed, but actually I have tried Kopiko multiple times even before I saw it in the drama but I didn't realized. And I saw Kopiko in Vincenzo, also in My Demon, I didn't watch My Demon full but I saw a little because my friends watch it

A: *Okay, so what scenes of Kopiko's appearance in K-drama that are memorable? Was it fun, or was it funny?*

B: Haha I noticed Kopiko is appear when, if i'm not mistaken, cause I watched Vincenzo for quite long, between in episode 16 or 17 when the characters were together and one of them is distributing Kopiko, I think it's fun and enjoyable, like describing hmmm I don't really know what is in English, like togetherness, maybe. because I think Kopiko is suitable to be eaten together.

A: *What do you know about Kopiko?*

B: It is a coffee candy, and has the authentic coffee flavour, that's all that I know, I don't know that much to be honest.

A: *How did you perceive the first time you heard about Kopiko?*

B: Actually I tried Kopiko several times even before watch K-drama, but I don't really remember, all I can remember just the package because it's all dark. But I think it's just an ordinary candy with a little innovation.

A: *What do you think about Kopiko? Can you describe anything that you know?*

B: I like the coffee taste in Kopiko, I often eat Kopiko while working or driving, Although it doesn't have much effect on sleepiness, Kopiko is really good to eat while working because of its bitter like coffee, and I think Kopiko also contain caffeine eventhough not as much as real coffee, right?

A: *Yes, I think it's only 20-25mg? By the way, how are the scenes in K-drama that help you to know about Kopiko? Is Kopiko an alternative of coffee? And is it practical?*

B: All that I can remember is when the character is tired or sleepy while working, and then they're eating Kopiko, or when the actor like together with their friend, and one of them eat Kopiko that made the others curious and end up they're eating Kopiko together. Yeah it is practical, but for the alternative way for coffee, I'm not really sure. But the thing that makes Kopiko is different from another candy is because Kopiko have caffeine inside, so it gives calming and relaxing effect.

A: *What are the unique value of Kopiko as you see in K-drama?*

B: For me maybe because the actor that eat Kopiko in K-drama, and how they're potrayed the situation, for example when the actor is tired, and they eat Kopiko to make it relax.

A: *Have you ever encounteress Kopiko in your area? Have you ever tried before? And what do you think about the product?*

B: Yes, I see Kopiko in Japan. And yeah I have tried Kopiko quite often hahaha because I like candy and coffee, so I think because Kopiko have the combination about both of them so it makes me interested.

A: *Kopiko claims to be made from real coffee beans. Have you seen any K-dramas where this aspect was highlighted?*

B: Hmm, let me think... as far as I know, in the drama I watched there is no scene that highlighted Kopiko made from the real coffee beans.

A: *Kopiko is the practice partner to bring everywhere, how is this idea portrayed in K-dramas, and are you find it attractive?*

B: Yes, absolutely. When I saw Kopiko in K-drama, the characters just easily whipping out Kopiko in daily situations, whether in the car, or in the office. It's attractive that Kopiko is easily to bring anywhere

A: *Kopiko postions itself as an alternative of coffee. Have you seen any K-dramas where the characters decide to go with Kopiko instead of regular coffee?*

B: Yes, in Vincenzo. I forgot which episodes, but there's a scene when someone ask "should we have a cup of coffee?" and the others is denied, then the main lead eat Kopiko, after that if my memory is right, everyone is eating Kopiko. I guess it's count as an alternative of coffee.

A: *Do you know where Kopiko originate from?*

B: Yes, Indonesia right?

A: *Haha, how did you know?*

B: One of my Indonesia friends in Australia told me hahaha

A: *Any scene in K-drama that showing the product is not from Korea?*

B: No, I guess.

A: *In what way you may think Kopiko is not a Korean product?*

B: maybe I could tell that it's not from Korea from the packaging itself, like I never see the Korean product with that kind of packaging, like most of Korean product, especially candy product having the emmm, bright color in their packaging.

A: *Do you relate Kopiko as Korean product?*

B: Yes, because I feel like the name of Kopiko is kind off sounds like Korea, and since Koreans based what I heard is like drink coffee, so I can relate if Kopiko were Korean product.

A: *What do you think, if Kopiko is not a Korean product? Is it change the way you think about the brand?*

B: Hahaha that's a good question. I can say yes, a little. For me, I always buy a brand from the country that I trust, Korea is one of them. So, if Kopiko is from the country I can't trust, it made me think twice to buy the product. But I trust Indonesia product, so knowing Kopiko is not from Korea but Indonesia doesn't affect me at all.

Informant 2

Mirabbos Mamanov

Uzbekistan-South Korea

A: *Hello Mirabbos, how are you?*

B: I'm fine, how about you?

A: *I'm fine! So, let's move to the first question. Please tell me about yourself*

B: Okay, My name is Mirabbos, I'm from Uzbekistan but I live in Korea for almost 3 years. I study in Solbridge, concentrating in business administration in Daejon, South Korea.

A: *Please tell me your experience watching K-drama*

B: wow, it's a lot haha, I like watching K-dramas, especially now that I'm living in Korea, and I'm also trying to improve my Korean skills, so I watch K-dramas to learn Korean, I also like watching K-dramas with my friends.

A: *Ohhh.. I see, but how often do you watch K-drama? And what titles?*

B: To be honest, it depends on the drama, and the genres. But I can say quite often if there's a good drama that I watch. I can't remember all the dramas I've watched cause there are quite a few, Night Has Come, Twinkling Watermelon, and My Demon.

A: *And have you noticed the Kopiko appearances in K-dramas? And maybe could you name few titles of K-dramas?*

B: Of course I noticed the appearance of Kopiko candy in K-dramas, especially in My Demon, cause Kopiko appeared in almost every episode, and it made me feel "please stop doing this kind of obvious product placement, it seems funny!". I realized the appearance of Kopiko in My Demon, but my friends said that Kopiko appear in almost everywhere.

A: *What scenes of Kopiko's appearance in K-drama that are memorable? Was it fun, or was it funny?*

B: Okay... The Kopiko in my mind was when the character ate Kopiko, then blinked, and then they said "I feel so awake" I even remember it very well, and every time I see Kopiko I immediately said "I feel so awake" in my

head. So I think it's kinda funny, but the situation in the scene was when they're working and tired.

A: *What do you know about Kopiko?*

B: As it mentioned in the package, it's a coffee candy that you can consume anywhere

A: *How did you perceive the first time you heard about Kopiko?*

B: The first time I saw Kopiko, I feel kinda entertained, I see Kopiko is a unique innovation, how they pack coffee into candy, making it easier for those of coffee lovers to just taste the coffee flavour without even having to make the coffee.

A: *What do you think about Kopiko? Can you describe anything that you know?*

B: All I can think of Kopiko is the coffee candy that appear in K-drama, and from what I've seen in dramas, Kopiko seems like has a relaxing effect in addition to preventing sleepiness.

A: *how are the scenes in K-drama that help you to know about Kopiko? Is Kopiko an alternative for coffee? And is it practical?*

B: The "I feel so awake" has been running and stuck in my head about Kopiko hahaha. But I gave a try to buy Kopiko because I was curious after watching

My Demon, In my opinion i must say that Kopiko is basically a candy with coffee flavour, but it is quite practical if you're too busy.

A: *What are the unique value of Kopiko as you see in K-drama?*

B: emmm, it's a coffee candy that can be eaten and carried anytime, and I personally quite a fan of Kim Yoojung so it adds to my interest.

A: *Have you ever encounter Kopiko in your area? Have you ever tried before? And what do you think about the product?*

B: I found kopiko quite a lot in Korea, but I don't know if there are any in Uzbekistan. And yeah I've tried it a few times, even sometimes I take it with me when I have a class. I think Kopiko is just like normal candy but with a coffee flavour that might give a calming effect.

A: *Kopiko claims to be made from real coffee beans. Have you seen any K-dramas where this aspect was highlighted?*

B: I think they present that aspect but in a subtle way because they didn't want to make it too obvious, it can be seen when the character says "Ah I feel so awake" after eating Kopiko, which makes him no longer sleepy because Kopiko contains coffee

A: *Kopiko is the practice partner to bring everywhere, how is this idea portrayed in K-dramas, and are you find it attractive?*

B: When I see the characters consume Kopiko in random places and enjoy the candy, I think that's enough portrayed that Kopiko is the practice partner to bring everywhere. And yes, it's attractive, you know Korean culture ppali-ppali? So Koreans do everything quickly, so I think Kopiko would be a good product to adopt into ppali-ppali culture. Because instead of having to brew coffee, we can consume Kopiko to save time and do other things.

A: *Kopiko positions itself as a coffee replacement. Have you seen any K-dramas where the characters decide to go with Kopiko instead of regular coffee?*

B: I'm not sure, but maybe as I mentioned before they're showing it subtly, as I watched in My Demon, Dohee ate a Kopiko while she was working, it shown that Dohee looks like she needs some coffee, but maybe she's too busy to make or buy a coffee, so she ate Kopiko instead.

A: *Do you know where Kopiko originate from?*

B: To be honest, I don't know.

A: *Any scene in K-drama that showing the product is not from Korea?*

B: I don't think there's that kind of scene, because as far as I've seen, they don't highlight where they're from, but they focus more on telling that they're coffee candy.

A: *In what way you may think Kopiko is not a Korean product?*

B: I think because of the packaging itself, it doesn't look like Korean stuff which usually look cute, while Kopiko has dark packaging, and Kopiko also didn't use hangeul. Kopiko also has halal logo while Korean product usually didn't have them.

A: *Do you relate Kopiko as Korean product?*

B: Maybe I could relate if I remember the ppali ppali culture, so I make sense if Korea made a coffee candy to hmm help coffee lovers and to make it easier.

A: *What do you think, if Kopiko is not a Korean product? Is it change the way you think about the brand?*

B: Yes for sure, because Korean products are known for their good quality.

Informant 3

Gülçin Ocaktan

Switzerland

A: *Helloo, long time no see, How are you?*

B: Hi, I'm totally fine, when will you come here again?

A: *Haha, thank youu. I'll go there soon! By the way let's start, the first question is, please tell me about yourself*

B: Okay, my name is Gülçin Ocaktan, I'm half Turkey and Switzerland. Currently I'm pursuing my master degree at ZHAW Zurich, and i love watching K-dramas in my free time.

A: *can you tell me your experience watching K-drama?*

B: It's really fun! Everytime I watch K-drama my stress goes away hahaha. I also like how K-dramas use product placement in a subtle ways, I study international business by the way so this kind of thing is my interest me.

A: *wow, cool! So how often do you watch K-drama? What titles?*

B: It's often! If I'm watching an on-going drama, I'll watch it twice a week, and if not, I'll watch it all the way through. The most recent K-drama I watch is Marry My Husband, you know? It's really popular hahaha.

A: *I also watch it! And have you noticed Kopiko appearances in K-dramas? In what titles? Can you name few titles?*

B: Since I watch lot of K-drama, yes I see Kopiko a lot there, I saw it in Marry My Husband, My Demon also hmmm ahh Little Women and Hometown Cha-Cha-Cha!

A: *What scenes of Kopiko's appearance in K-drama that are memorable? like was it fun? Or something else?*

B: Mostly they show a moment where the character is tired or sleepy while they eating Kopiko, so that scene is memorable, like in underpressure.

A: *What do you know about Kopiko?*

B: Based what I got from K-drama, it's a coffee candy that is practical to bring everywhere, and we can consume it when we're sleepy or tired.

A: *How did you perceive the first time you heard about Kopiko?*

B: For me, Kopiko is a candy that appear in K-dramas, however I think how Kopiko is a candy that pack coffee into candy is quite unique.

A: *What do you think about Kopiko? Can you describe anything that you know*

B: It's innovative, instead of brewing coffee, which we might not feel like doing, we can just munch on some candy. Although it may have a different flavor at times, Kopiko is a great substitute for coffee when I'm too busy to

brew my own, because I still get the coffee flavor after eat Kopiko. However, I enjoy drinking actual coffee rather than Kopiko when I have the time hahaha

A: *How are the scenes in Kdrama help to know about Kopiko? Do you think Kopiko is alternative of coffee? Is it practical?*

B: ummm, maybe when the character said "eat this! It makes you awake" or when they say "this is a coffee candy". And yeah, I think it is practical, even myself sometimes if I'm very busy and don't have time to drink coffee I consume Kopiko, when I have it cause I barely see Kopiko here, but to replace coffee itself I don't think so, because drinking real coffee of course has its own taste, especially the warm taste and caffeine from the coffee itself. In my opinion, Kopiko doesn't really play much role in reducing sleepiness, it's more like ordinary candy with coffee flavour.

A: *What are the unique value of Kopiko as you see in K-drama?*

B: Hahahahaha because of Kim-Seonho and Songkang! I love them. I bought Kopiko for the first time because of them hahaha.

A: *Have you ever encountered Kopiko in your area? Have you ever tried before? What do you think about the product?*

B: Yes, but I don't think it is that much here, but it's quite a lot in South Korea. And yeah I tried it, and it is good.

A: *Kopiko claims to be made from real coffee beans. Have you seen any K-dramas where this aspect was highlighted?*

B I don't think they are mention this one, As I can remembered, they just said "this is a coffee candy" without mentioning that Kopiko is made from real coffee beans.

A: *Kopiko is the practice partner to bring everywhere. How is this idea portrayed in K-dramas, and are you find it attractive?*

B: hmm maybe it's potrayed when they are busy at work, or under stress then they take out Kopiko and eat it to relax their mind, I think it's a form of Kopiko's practicality too. and yes, it's attractive.

A: *Kopiko postions itself as a coffee replacement. Have you seen any K-dramas where the characters decide to go with Kopiko instead of regular coffee?*

B: Directly, I've never seen it, but implicitly there are many. One of the example might be in Marry My Husband, where Jiwon is working late into the night and she looks tired then she opens Kopiko and eats it. I lived in Korea for a year, and I know that Koreans love coffee a lot, and they have to consume coffee especially when they're working or studying, so I think this scene shows implicitly that Kopiko replaces coffee.

A: *Do you know where Kopiko originate from?*

B: I'm not sure before, I know it's from Indonesia just now after I researched.

A: *Any scene in K-drama that showing the product is not from Korea?*

B: I think no, they are never mention it. But actually at first I think it is a Korea product eventhough I'm not really sure because Koreans love drink coffee, so maybe they're producing coffee-candy.

A: *In what way you may think Kopiko is not a Korean product?*

B: From the packaging I guess, because the Korean product that I see this far, especially candy, has the cute or colorful packaging

A: *Do you relate Kopiko as Korean product?*

B: Haha, yes at first eventhough I'm not really sure. Also Koreans love coffee, so yeah...

A: *What do you think, if Kopiko is not a Korean product? Is it change the way you think about the brand?*

B: Not really for me, Kopiko still the coffee candy product that I know, it didn't really change the way I think about the brand.

The Kopiko Brand Recognition

No.	Questions	Informant 1	Informant 2	Informant 3
1.	What do you know about Kopiko?	It is a coffee candy, and has the authentic coffee flavour, that's all that I know, I don't know that much to be honest	As it mentioned in the package, it's a coffee candy that you can consume anywhere	Based what I got from K-drama, it's a coffee candy that is practical to bring everywhere, and we can consume it when we're sleepy or tired
2.	How did you perceive the first time you heard about Kopiko?	Actually I tried Kopiko several times even before watch K-drama, but I don't really remember, all I can remember just the package because it's all dark. But I think it's just an ordinary candy with a little innovation	The first time I saw Kopiko, I feel kinda entertained, I see Kopiko is a unique innovation, how they pack coffee into candy, making it easier for those of coffee lovers to just taste the coffee flavour without even having to make the coffee	For me, Kopiko is a candy that appear in K-dramas, however I think how Kopiko is a candy that pack coffee into candy is quite unique.

<p>3.</p>	<p>What do you think about Kopiko? Describe anything that you know</p>	<p>I like the coffee taste in Kopiko, I often eat Kopiko while working or driving, Although it doesn't have much effect on sleepiness, Kopiko is really good to eat while working because of its bitter like coffee, and I think Kopiko also contain caffeine eventhough not as much as real coffee, right?</p>	<p>All I can think of Kopiko is the coffee candy that appear in K-drama, and from what I've seen in dramas, Kopiko seems like has a relaxing effect in addition to preventing sleepiness</p>	<p>It's innovative, instead of brewing coffee, which we might not feel like doing, we can just munch on some candy. Although it may have a different flavor at times, Kopiko is a great substitute for coffee when I'm too busy to brew my own, because I still get the coffee flavor after eat Kopiko. However, I enjoy drinking actual coffee rather than Kopiko when I have the time</p>
<p>4.</p>	<p>How are the scenes in Kdrama help to know about Kopiko? Do you think Kopiko is an alternative of</p>	<p>All that I can remember is when the character is tired or sleepy while working, and then they're eating Kopiko, or when the actor like</p>	<p>The "I feel so awake" has been running and stuck in my head about Kopiko hahaha. But I gave a try to buy Kopiko because</p>	<p>ummm, maybe when the character said "eat this! It makes you awake" or when they say "this is a coffee candy". And yeah, I think it is</p>

	<p>coffee? Is it practical?</p>	<p>together with their friend, and one of them eat Kopiko that made the others curious and end up they're eating Kopiko together. Yeah it is practical, but for the alternative way for coffee, I'm not really sure. But the thing that makes Kopiko is different from another candy is because Kopiko have caffeine inside, so it gives calming and relaxing effect.</p>	<p>I was curious after watching My Demon, In my opinion i must say that Kopiko is basically a candy with coffee flavour, but it is quite practical if you're too busy.</p>	<p>practical, even myself sometimes if I'm very busy and don't have time to drink coffee I consume Kopiko, when I have it cause I barely see Kopiko here, but to replace coffee itself I don't think so, because drinking real coffee of course has its own taste, especially the warm taste and caffeine from the coffee itself. In my opinion, Kopiko doesn't really play much role in reducing sleepiness, it's more like ordinary candy with coffee flavour</p>
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Kopiko's Unique Value and Consumer Experience

No.	Questions	Informant 1	Informant 2	Informant 3
1.	What are the unique value of Kopiko as you see in K-drama?	For me maybe because the actor that eat Kopiko in K-drama, and how they're potrayed the situation, for example when the actor is tired, and they eat Kopiko to make it relax.	emmm, it's a coffee candy that can be eaten and carried anytime, and I personally quite a fan of Kim Yoojung so it adds to my interest.	Hahahahaha because of Kim-Seonho and Songkang! I love them. I bought Kopiko for the first time because of them hahaha
2.	Have you ever encountered Kopiko in your area? Have you ever tried before? What do you think about the product?	Yes, I see Kopiko in Japan. And yeah I have tried Kopiko quite often hahaha because I like candy and coffee, so I think because Kopiko have the combination about both of them so it makes me interested	I found kopiko quite a lot in Korea, but I don't know if there are any in Uzbekistan. And yeah I've tried it a few times, even sometimes I take it with me when I have a class. I think Kopiko is just like normal candy but with a coffee flavour that might give a calming effect.	Yes, but I don't think it is that much here, but it's quite a lot in South Korea. And yeah I tried it, and it is good.

Brand Consistency of Kopiko

No.	Questions	Informant 1	Informant 2	Informant 3
1.	Kopiko claims to be made from real coffee beans. Have you seen any K-dramas where this aspect was highlighted?	Hmm, let me think... as far as I know, in the drama I watched there is no scene that highlighted Kopiko made from the real coffee beans	I think they present that aspect but in a subtle way because they didn't want to make it too obvious, it can be seen when the character says "Ah I feel so awake" after eating Kopiko, which makes him no longer sleepy because Kopiko contains coffee	I don't think they are mention this one, As I can remembered, they just said "this is a coffee candy" without mentioning that Kopiko is made from real coffee beans.
2.	Kopiko is the practice partner to bring everywhere. How is this idea portrayed in K-dramas, and are you find it attractive?	Yes, absolutely. When I saw Kopiko in K-drama, the characters just easily whipping out Kopiko in daily situations, whether in the car, or in the office. It's attractive that Kopiko is easily to bring anywhere	When I see the characters consume Kopiko in random places and enjoy the candy, I think that's enough to portrayed that Kopiko is the practice partner to bring everywhere. And yes,	hmm maybe it's potrayed when they are busy at work, or under stress then they take out Kopiko and eat it to relax their mind, I think it's a form of Kopiko's

			<p>it's attractive, you know Korean culture ppali-ppali? So Koreans do everything quickly, so I think Kopiko would be a good product to adopt into ppali-ppali culture. Because instead of having to brew coffee, we can consume Kopiko to save time and do other things.</p>	<p>practicality too. and yes, it's attractive</p>
3.	<p>Kopiko positions itself as an alternative of coffee. Have you seen any K-dramas where the characters decide to go with Kopiko instead of regular coffee?</p>	<p>Yes, in Vincenzo. I forgot which episodes, but there's a scene when someone ask "should we have a cup of coffee?" and the others is denied, then the main lead eat Kopiko, after that if my memory is right, everyone is eating Kopiko. I guess it's</p>	<p>I'm not sure, but maybe as I mentioned before they're showing it subtly, as I watched in My Demon, Dohee ate a Kopiko while she was working, it shown that Dohee looks like she needs some coffee, but maybe she's too busy to</p>	<p>Directly, I've never seen it, but implicitly there are many. One of the example might be in Marry My Husband, where Jiwon is working late into the night and she looks tired then she opens Kopiko and eats it. I lived in</p>

		count as an alternative of coffee.	make or buy a coffee, so she ate Kopiko instead.	Korea for a year, and I know that Koreans love coffee a lot, and they have to consume coffee especially when they're working or studying, so I think this scene shows implicitly that Kopiko replaces coffee
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Kopiko in Balancing Local and International Objectives

No.	Questions	Informant 1	Informant 2	Informant 3
1.	Do you know where Kopiko originate from?	Yes, Indonesia right? One of my Indonesia friends	To be honest, I don't know.	I'm not sure before, I know it's from Indonesia just now after I researched

		in Australia told me hahaha.		
2.	Any scene in K-drama that showing the product is not from Korea?	No, I guess.	I don't think there's that kind of scene, because as far as I've seen, they don't highlight where they're from, but they focus more on telling that they're coffee candy	I think no, they are never mention it. But actually at first I think it is a Korea product eventhough I'm not really sure because Koreans love drink coffee, so maybe they're producing coffee-candy.
	In what way you may think Kopiko is not a Korean product?	maybe I could tell that it's not from Korea from the packaging itself, like I never see the Korean product with that kind of packaging, like most of Korean product, especially	I think because of the packaging itself, it doesn't look like Korean stuff which usually look cute, while Kopiko has dark packaging, and Kopiko also didn't use hangeul. Kopiko also has halal logo	From the packaging I guess, because the Korean product that I see this far, especially candy, has the cute or colorful packaging

		candy product having the emmm, bright color in their packaging.	while Korean product usually didn't have them	
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Kopiko's Cultural Sensitivity

No.	Questions	Informant 1	Informant 2	Informant 3
1.	Do you relate Kopiko as Korean product?	Maybe, because I feel like the name of Kopiko is kind off sounds like Korea, and since Koreans based what I heard is like drink coffee, so I can relate if Kopiko were Korean product.	Maybe I could relate if I remember the ppali ppali culture, so it make sense if Korea made a coffee candy to hmm help coffee lovers and to make it easier.	Haha, yes at first eventhough I'm not really sure. Also Koreans love coffee, so yeah
2.	What do you think, if Kopiko is not a Korean product? Is it change the	Hahaha that's a good question. I can say yes, a little. For me, I always buy a brand from the	Yes for sure, because Korean products are known for their good quality	Not really for me, Kopiko still the coffee candy product that I know, it didn't

	<p>way you think about the brand?</p>	<p>country that I trust, Korea is one of them. So, if Kopiko is from the country I can't trust, it made me think twice to buy the product. But I trust Indonesia product, so knowing Kopiko is not from Korea but Indonesia doesn't affect me at all.</p>		<p>really change the way I think about the brand.</p>
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