

**NEEDED: A CORPORATE IMAGE PROFILE**

o OBJECTIVES

- TO IDENTIFY AND PRIORITIZE EXPECTATIONS OF KEY PUBLICS
  - GENERAL PUBLIC
  - CUSTOMERS
  - EMPLOYEES
  - GOVERNMENT
  - MEDIA
  - FINANCIAL COMMUNITY
  - SHAREOWNERS
  - CUSTOMERS
  - SALES ASSOCIATES AND DEALERS
  - DONEES
  - ACADEMICS/THOUGHT LEADERS
  - SPECIFIC INTEREST GROUPS
- TO ASSESS PERCEPTIONS AGAINST EXPECTATIONS