



KEN SCHMIDT



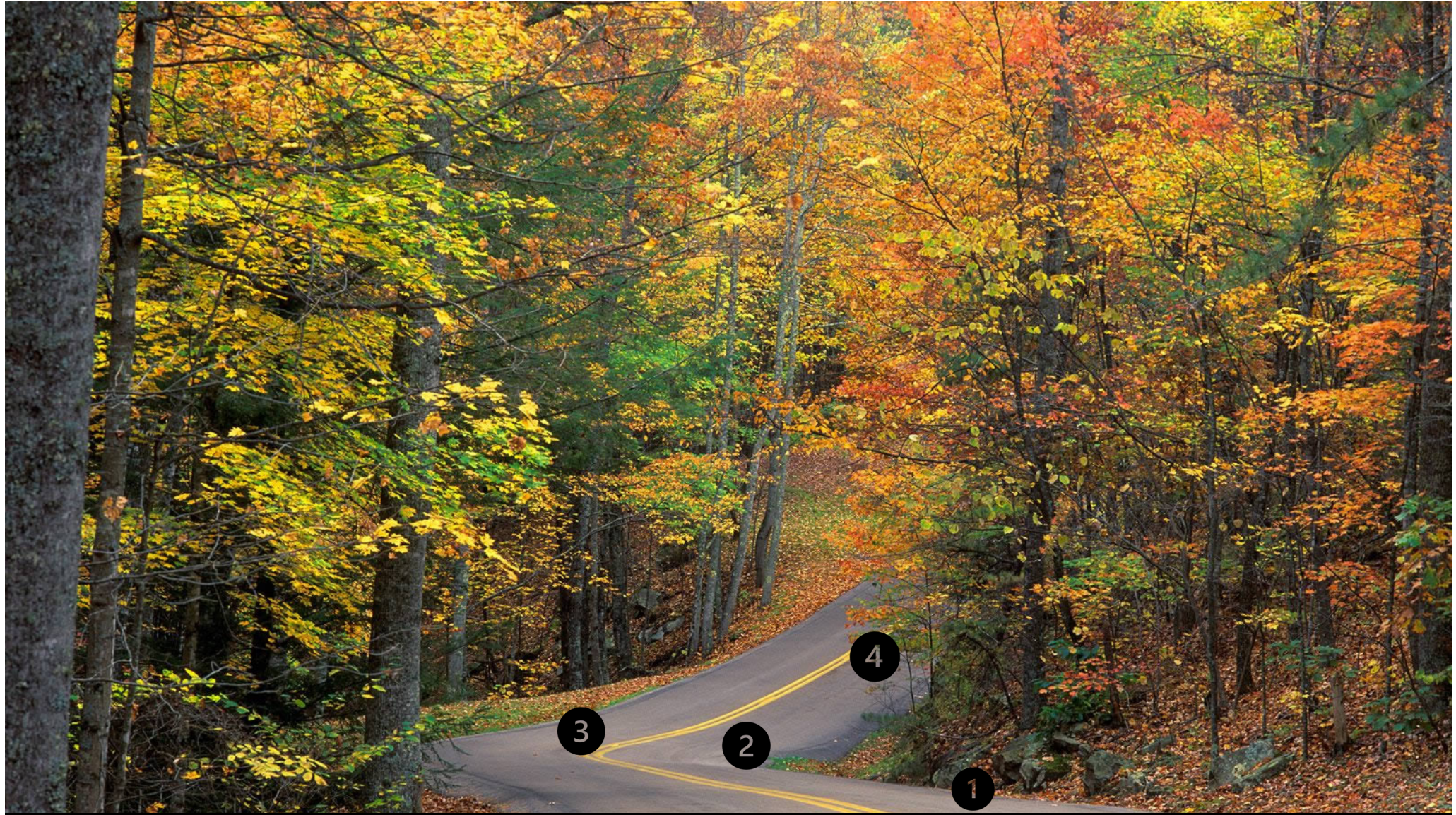
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(they)⁺



TOSHIBA





SHARP



Pioneer



MITSUBISHI



JVC



Panasonic





INSIGNIA



SANYO



HITACHI



VIZIO



PHILIPS



SONY



SAMSUNG



What are people saying?

What do we want them to say?

What are we doing to get them to say it?



To: _____

From: Ken Schmidt

Date: _____

Re: _____



Lifestyle

Freedom

Camaraderie

Individuality

Rebellion





















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KEN SCHMIDT



TAILGATING WITH GENIUSES

