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Developing A Brand For Young Women's Initiatives: HERA Goddess

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[Briana irving](#)

Co-authored by Aktive


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The case study focuses on the development of brand identity. Through co-creation, brainstorming, and giving all girls a voice through a participant led approach.

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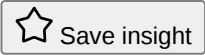
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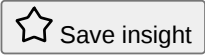


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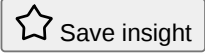


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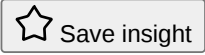


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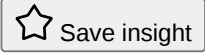
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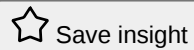


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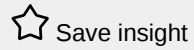


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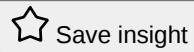
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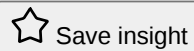
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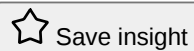
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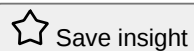
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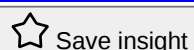
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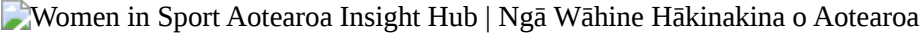
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