Name:			
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## **BEVERAGE PACKAGE REDESIGN**

THE	THE DRINK				
THE	THE UNHEALTHY FACT YOU DISCOVERED				
	YOUR PLAN FOR ETHOS: ATTACK THE CREDIBILITY OF THE COMPANY				
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	YOUR PLAN FOR PATHOS: USE EMOTION TO CONVINCE THE AUDIENCE				
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	YOUR PLAN FOR LOGOS: USE LOGIC TO CONVINCE THE AUDIENCE				
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