

Persona 1	Video Clip	Audio Clip	Pull Quote	Visuals / Artifacts	Story	Other
Sustainability						
Responsiveness						
Transparency						
Ease of Access						

Persona 2	Video Clip	Audio Clip	Pull Quote	Visuals / Artifacts	Story	Other
Integrity						
Track Record						
Data/Testing						
Longevity						

Persona 3	Video Clip	Audio Clip	Pull Quote	Visuals / Artifacts	Story	Other
Responsiveness						
Honesty						
Innovation						
Support						

Persona 4	Video Clip	Audio Clip	Pull Quote	Visuals / Artifacts	Story	Other
Esprit de Corps						
Collaboration						
Innovation						
Candor						

Persona 5	Video Clip	Audio Clip	Pull Quote	Visuals / Artifacts	Story	Other
Relationship						
Longevity						
Track Record						
Data/Testing						