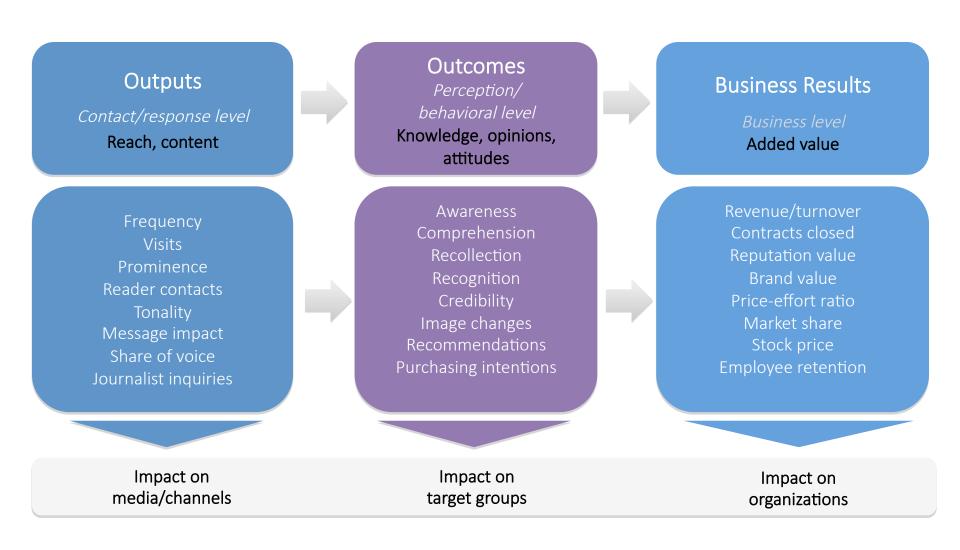
## The Measurement Hierarchy



Source: Ketchum #powerofPR @kirstiefoster