

C O G C O

PATH <i>Customer Journey</i>	GAME <i>Game Theory/ Probability</i>	CODE <i>Positioning Development</i>	FACE <i>Customer Portrait</i>	CARE <i>Customer Audit</i>
MINE <i>Insight Mining</i>	LAND <i>Market Landscape</i>	DEEP <i>Qualitative Exploration</i>	STEP <i>Benefit Laddering</i>	PAGE <i>White Paper Testing</i>
NOTE <i>Message Testing</i>	IDEA <i>Concept Testing</i>	 FREE	SIGN <i>Logo Testing</i>	NAME <i>Nomenclature and Language</i>
BEST <i>Product Optimization</i>	COST <i>Pricing Value Assessment</i>	OPEN <i>Ethnography Real World</i>	SORT <i>Targeted Segmentation</i>	WRAP <i>Target Product Profile (TPP)</i>
MEMO <i>Message Recall</i>	TECH <i>Digital Marketing</i>	TRUE <i>Neurometric Emotions</i>	VIEW <i>Online Usability</i>	BEAT <i>Market Tracking</i>

**BINGO is Usually a Game of Chance, BUT
COGCO is a Game of Product Strategy and Opportunity**