



The Clarity Framework

*Integrated Comms Planning for
Cohesive Creative and Activation*

WINGS

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What is it?



A plan anchored in truths, activated as a connected ecosystem.

A modern approach to comms planning that brings clarity to teams and ideas.

The Clarity Framework is a modular, visual way to frame your comms plans, starting from deep insight and flowing naturally into high-impact channel opportunities.



How it Works

01

The Insight Stack

The foundation: 6 insight “pillars” that ladder up to a single, unifying strategic territory or idea.

Human Truth
Cultural Context
Behavioral Insight
Category Tension
Language / Semiotics
Positioning Opportunity

02

The Strategic Platform

The singular idea to activate against and build the Activation Matrix around.

ex:
“Power in Stillness”
“Unlocking & Empowering Potential”
“Rig, to Road, to Rally”

03

The Activation Matrix

Opportune channels and measures along the customer journey. The “Pre-Media” plan.

Priority channels across:
Brand Building
Mid-Low funnel
Post Purchase

The Creative Brief & Pre-Media Plan



Comms Planning Today Is Lacking



01



02



03



Disconnected Ideas

Strategy and media are two paddles that should be rowing in the same direction – though often are disconnected by multi agency teams / siloed depts.

Need for Creative Context

Creative teams need meaningful truths and high impact activation opportunities. This approach aligns channel opportunities with ideation.

Lacking Multi-Layered View

It’s difficult to see how marketing efforts are driving the consumer journey. Our view ensures integrated activations with measures built in.

Result: Integrated teams, impactful ideas.

Clients can clearly see how the mix of concepts drives business outcomes.