

Table of Contents

1. Executive summary	4
2. Introduction.....	4
3. A situation analysis from macro and micro perspectives	5
3.1. Macro environment	5
3.1.1. Technological forces	5
3.1.2. Economic forces	5
3.1.3. Political forces.....	5
3.1.4. Legal forces	5
3.1.5. Social forces	6
3.2. Micro environment	6
3.2.1. Customers.....	6
3.2.2. Competitors	7
3.2.3. Suppliers and intermediaries	8
3.3. SWOT analysis.....	9
4. Brand audit and a conceptual map for the brand	9
5. Personas of potential target audiences.....	14
6. The media landscape.....	19
7. Communication strategy	21
7.1. Objectives.....	21
7.2. Strategy.....	22
8. Metrics and performance evaluation mechanism.....	30
9. References	32
Appendices.....	35