

Objectives

Changing behaviours, changing operations, building reputation, explaining?

Scoring/evaluation

How do we measure the objectives?

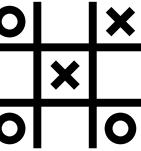


Audience

Who are they? What are their expectations?
What do they know? How do they need to feel? What do they need to do?

Strategy

What are channels/modes of engagements?
Resources: who would ideally/realistically help? What budget do we have? What are risks and objections?



Messages

What are our key messages?
"From ... to ... why ..."

Ideas

How can we make it easier,
more attractive, social, timely?



Actions and inchstones

