

Issue / Corporate / Brand

Functional Benefit

Emotional Benefit

Educate audience

Decide scope of campaign and type of the differentiation

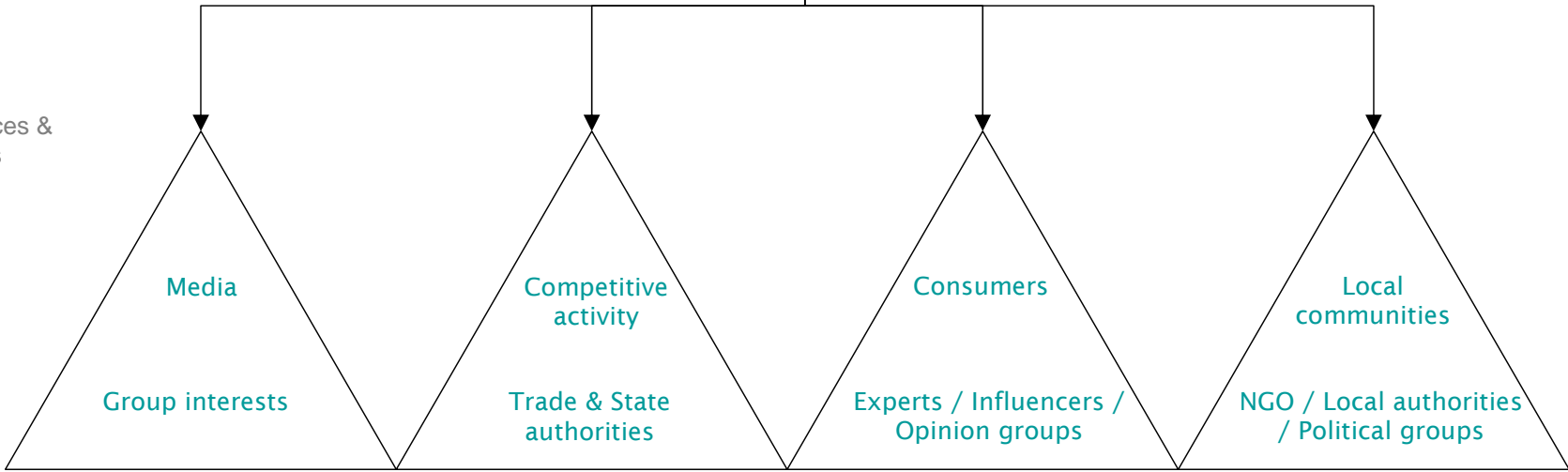
Nature of the issue to communicate

Internal & Change management    Commercial, Brand, Marketing    Political, Regulatory    Media societies    Social, Issue management

Think communications prior final plan of them, and establish criteria for tactics to follow

Audiences segmentation    Consumer contact points (channels)    Target audience Receptiveness    Insights

Target audiences & who influences their opinion



Measure results vs. initial benchmark

Communication campaign final outcome

Continuous reevaluation of audience needs

Constantly monitor Issues, Risks and Perception barriers