





OBJECTIVE

WHAT IS YOUR BIG
COMMUNICATIONS
OBJECTIVE?



5

ASKING THE RIGHT QUESTIONS

WHAT ARE THEY LIKE?
WHAT KEEPS THEM AWAKE?
HOW CAN YOU HELP?
WHAT DO YOU WANT THEM TO DO?
HOW MIGHT THEY RESIST?

AUDIENCE

SUPPORTING OUR 4 BUSINESS LINES

6

TOOLS

WHICH ARE THE
KEY ONES IN
EACH CONTEXT?



7

To take into account

LEVERAGE
CONSISTENCY
APPROPRIATENESS
BRANDING

8

