

 Country Landscape

 Your Brand and Market

 Media Competitors

 Current Market Communication

↑ → ↓ ×

 Benefits

 Users/Buyers

 Target Analysis

Think

Listen

Communication Barriers

Consumer Insight


Momments

Look

Say

Purchase Barriers



 Media and Device Consumption

 Marketing Objectives

 Communication Objectives

 Communication Strategy

	AWARENESS	ENGAGEMENT	ADQUISITION	FIDELITY
OWN				
SHARED				
EARN				
PAID				

Challenge >>>

Field >>>

