



Country Landscape



Market & Brand



Competitors & Media Investment



Market SWOT

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Unique Selling Proposition



Targets



Target Analysis

Think

Listen

Comms Barriers

Momments

Look

Say

Purchase Barriers

Consumer Insight



Media & Devices Consumption



Marketing Objectives



Communication Objectives



Marketing Strategy

AWARENESS

ENGAGEMENT

ADQUISITION

RETENTION

OWN

SHARED

EARN

PAID

Challenge >>

Field >>

