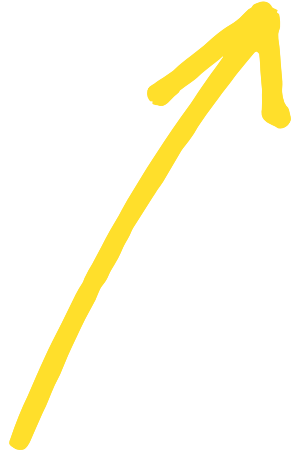


THE 4 P'S



PRICE

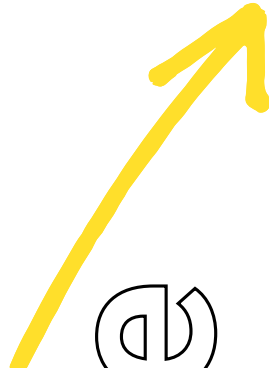
PRODUCT

PLACE

PROMOTION



Your Audience



AGE

FAMILY

PLACE

LIKES

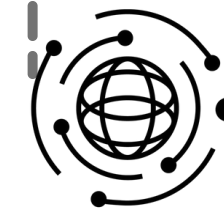
DISLIKES

YOUTUBE

TV

SOCIAL MEDIA

CELEBRITY

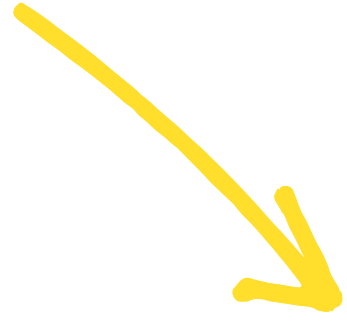


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Your Key Messages



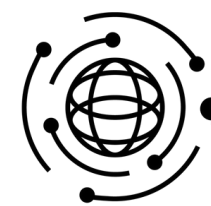
WHY



HOW



WHAT

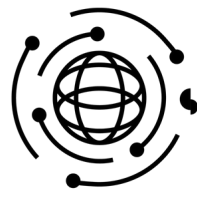
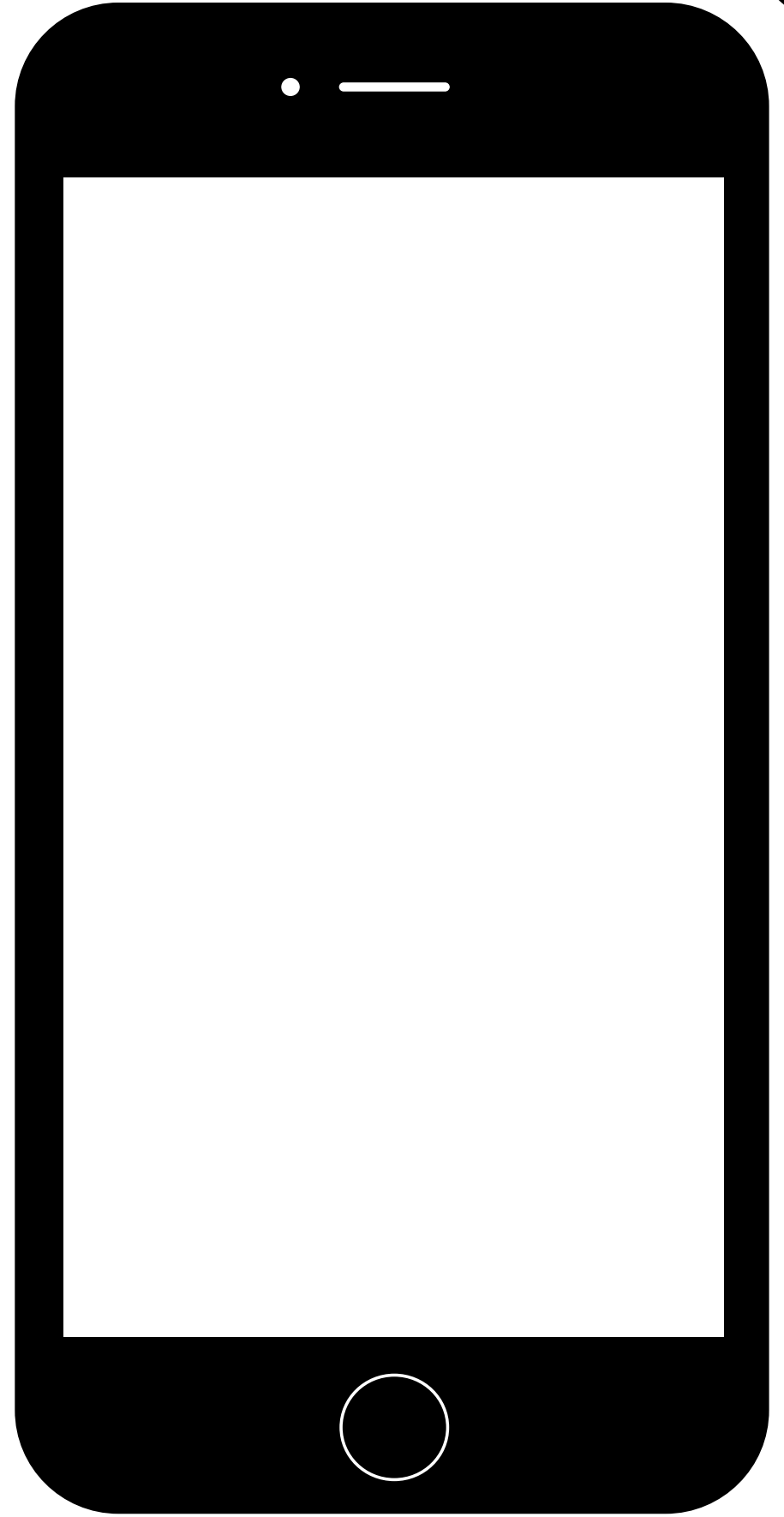
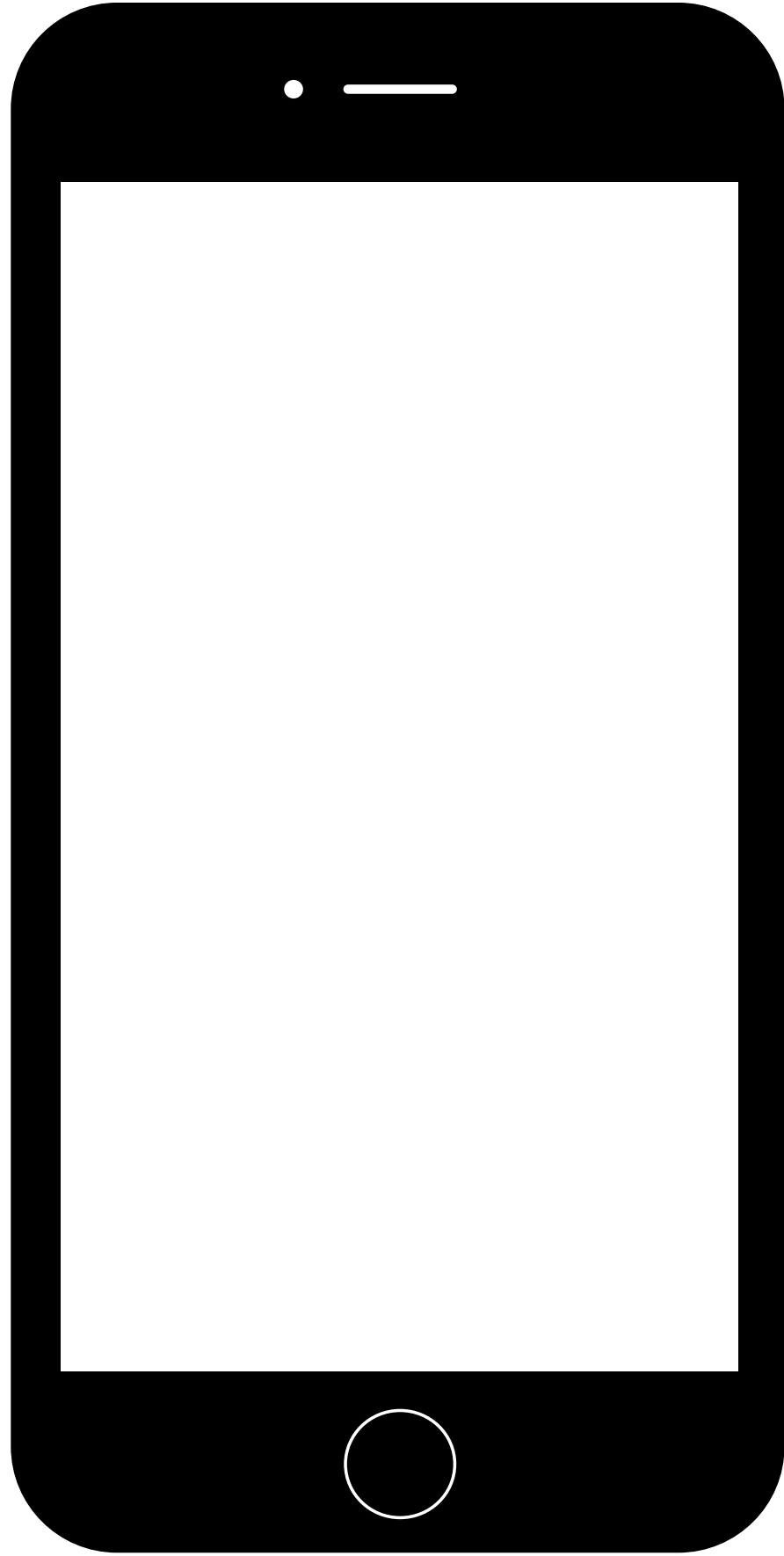
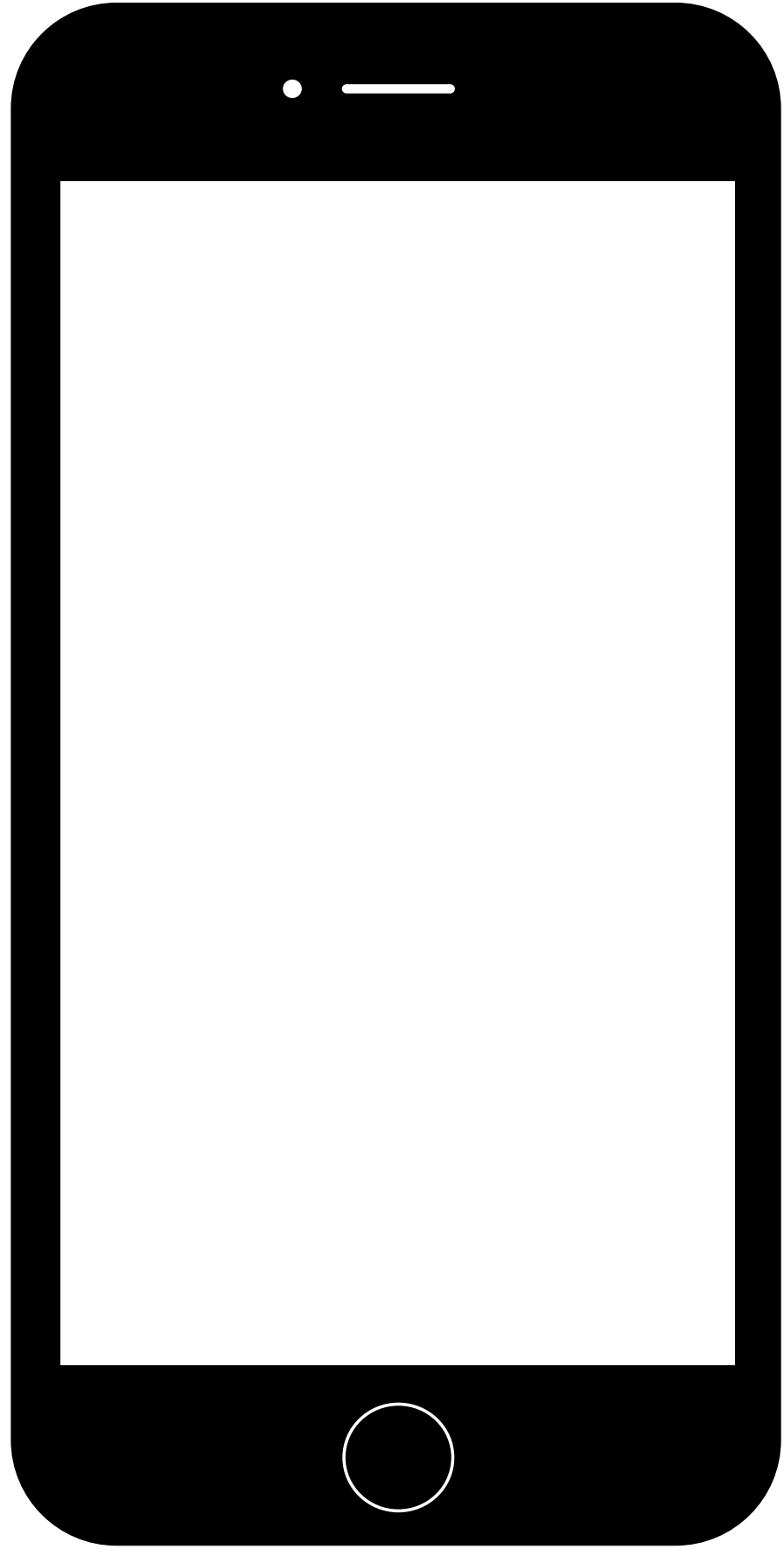


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Your Campaign

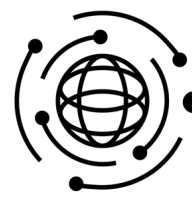
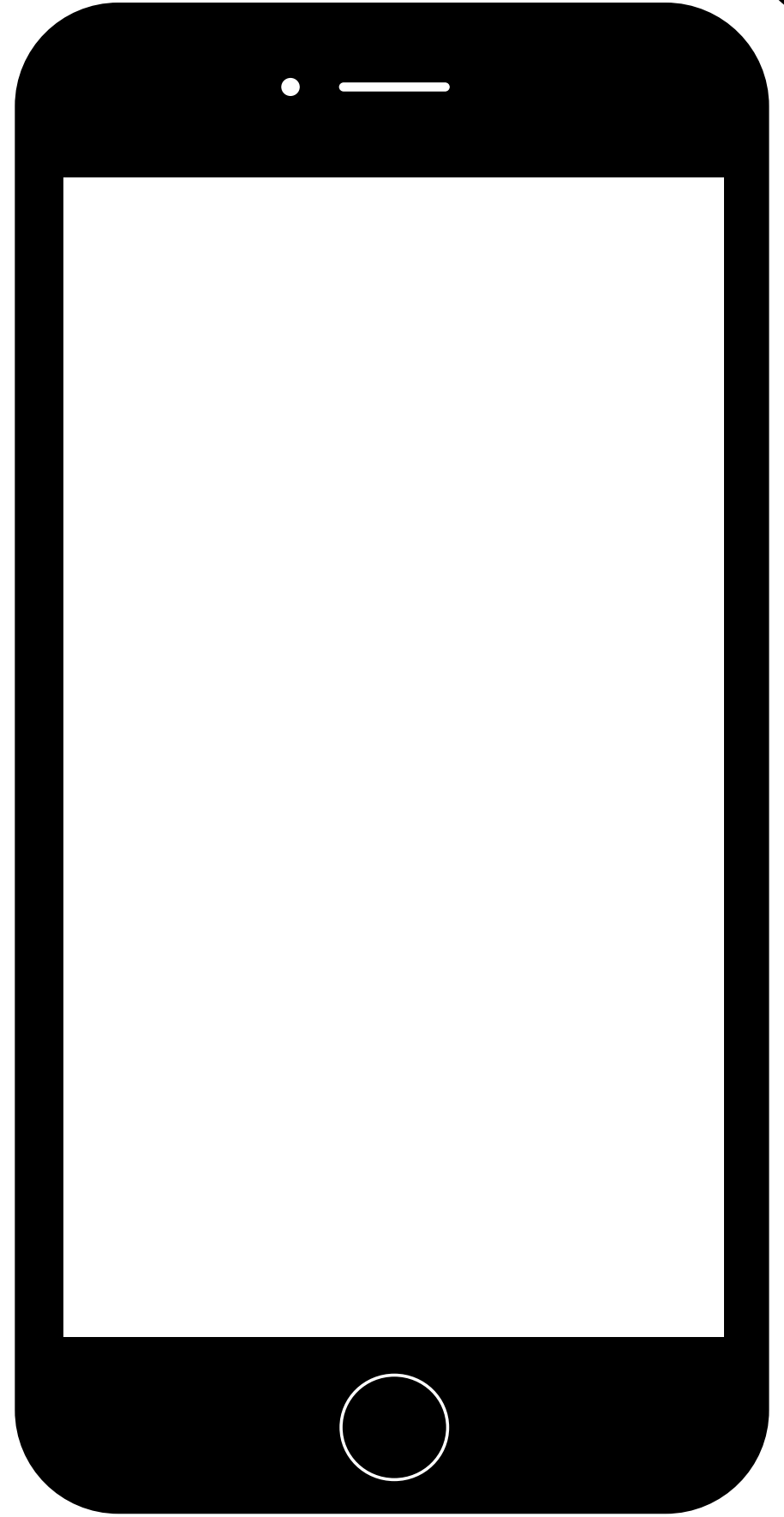
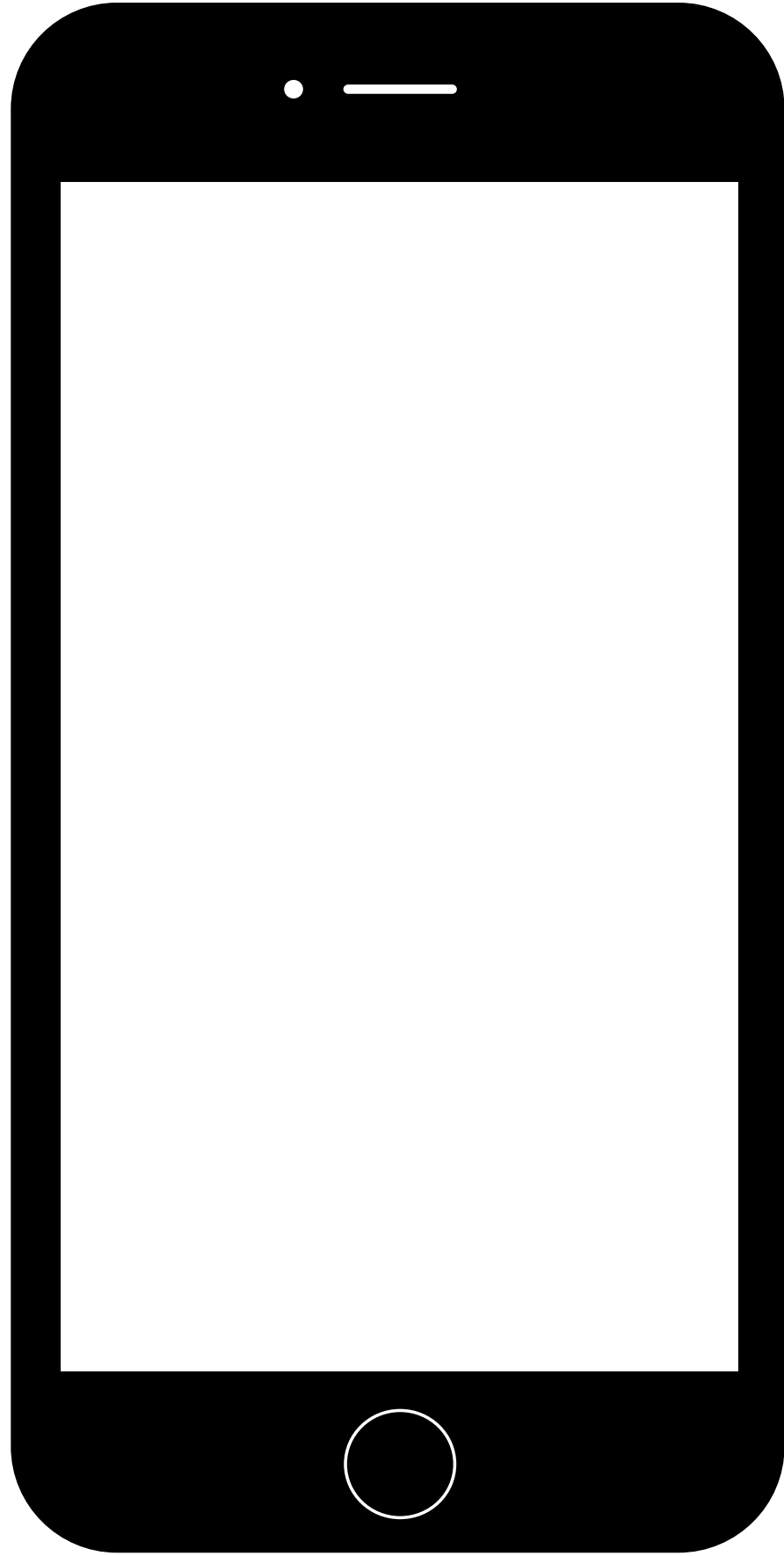
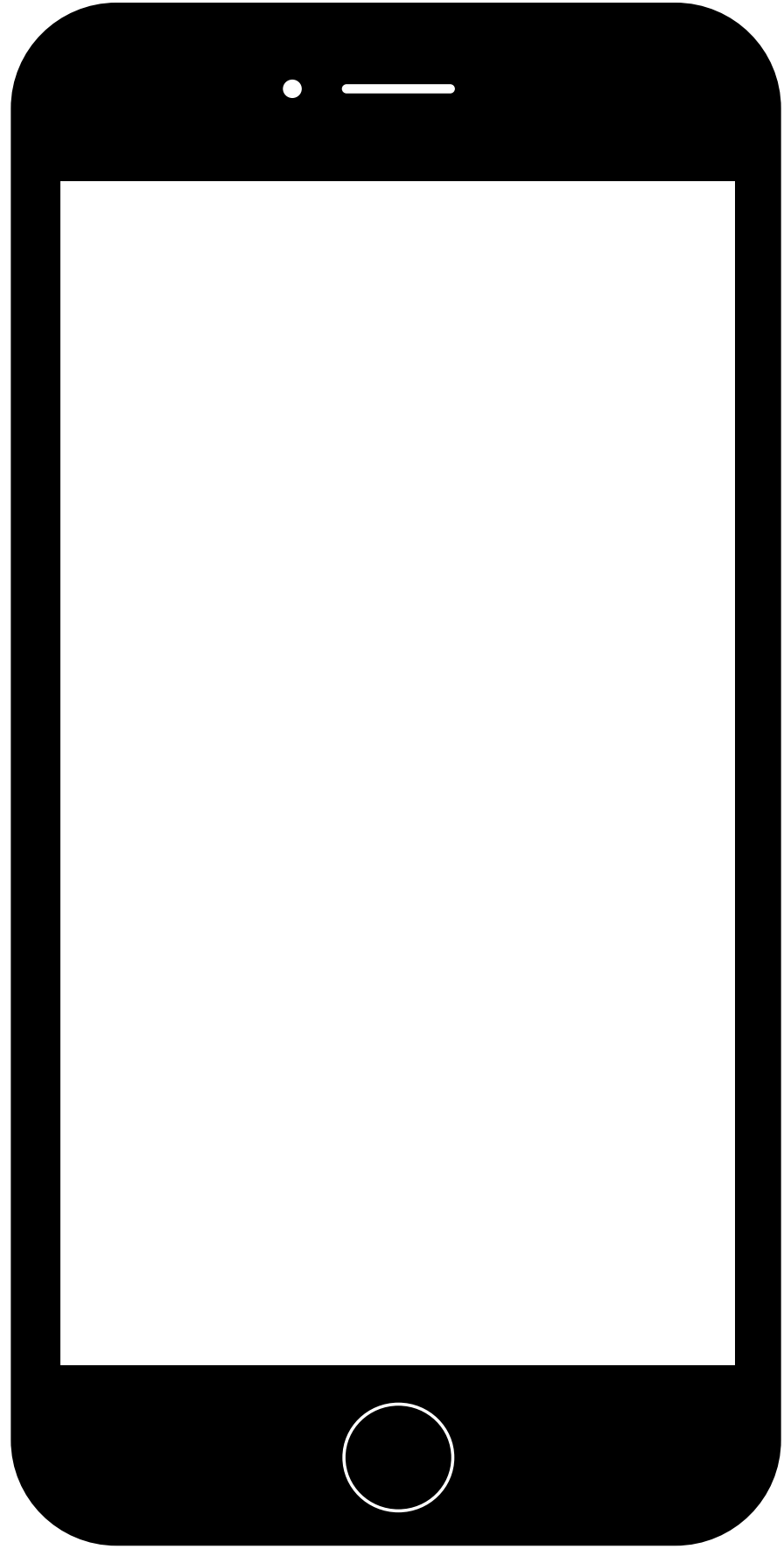


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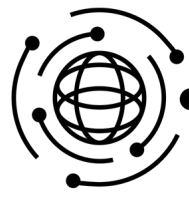
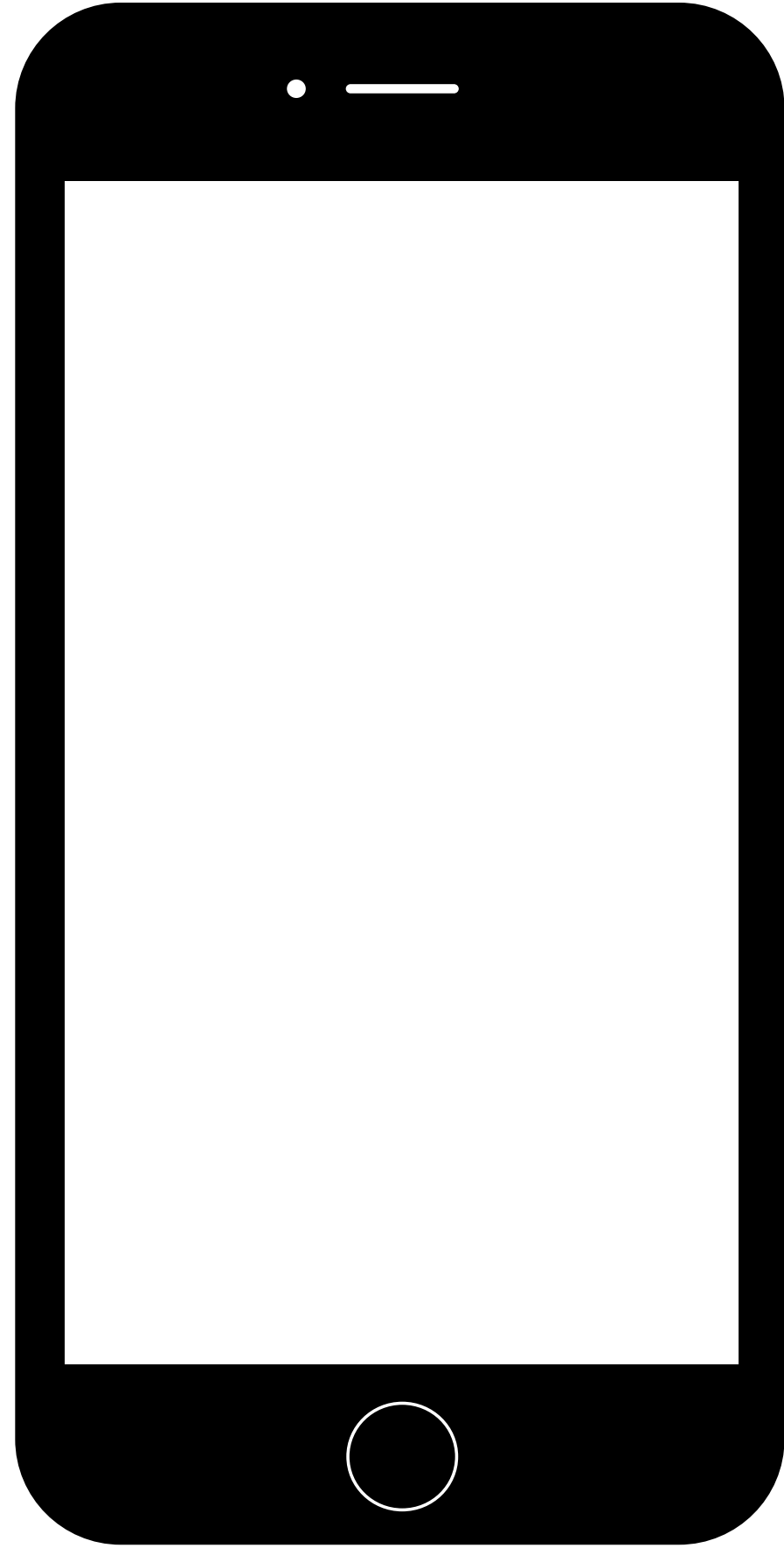
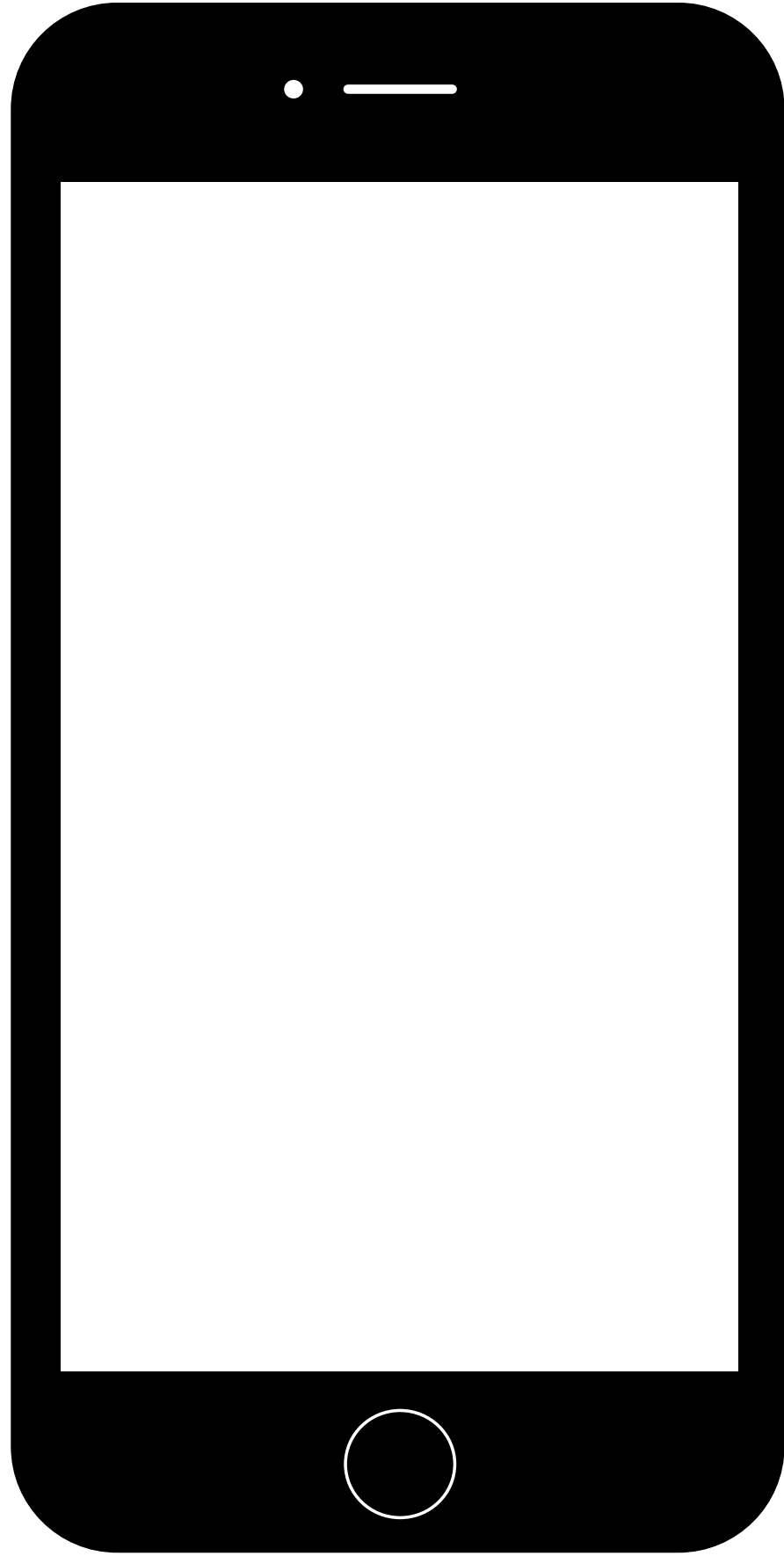
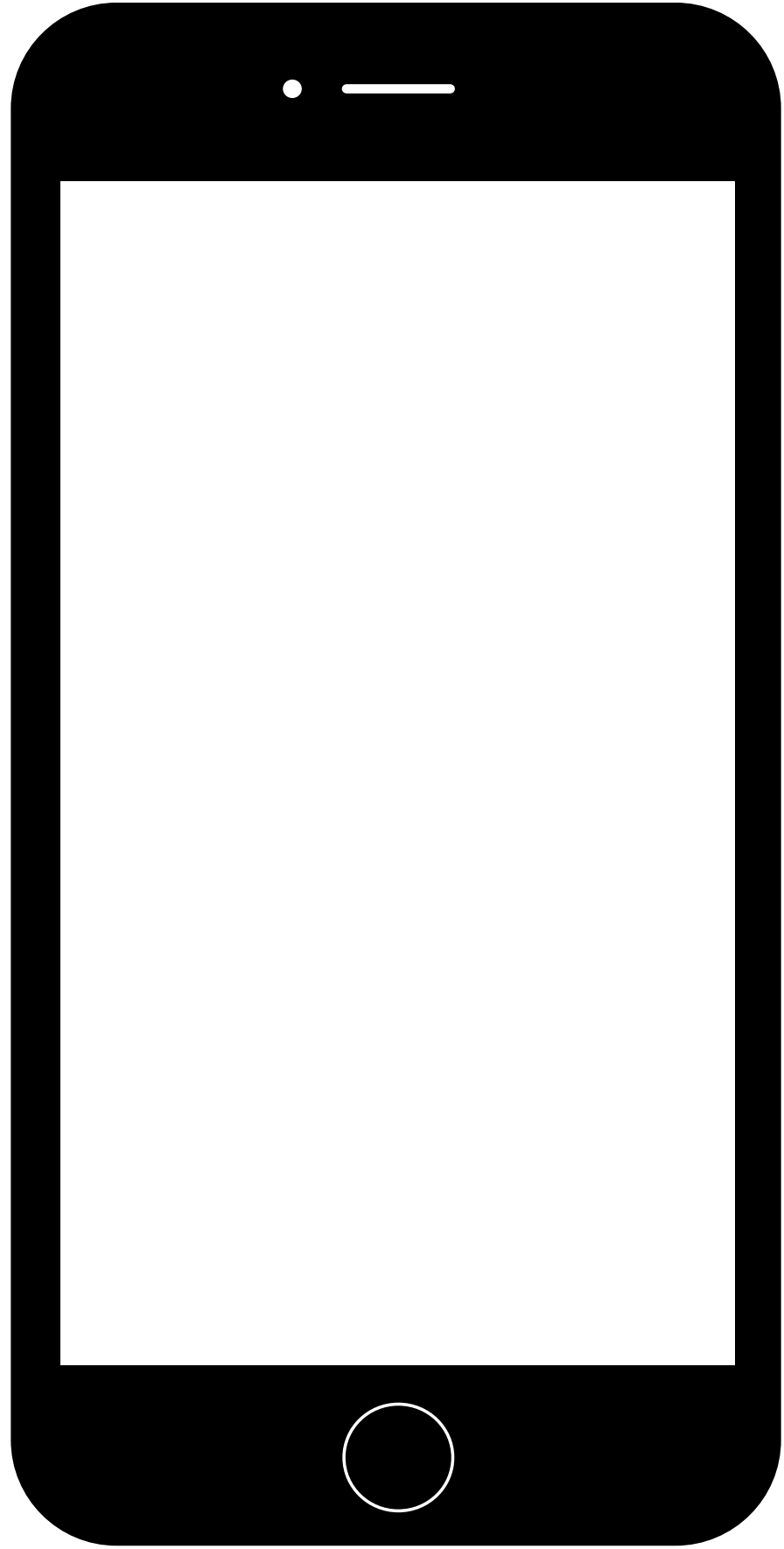


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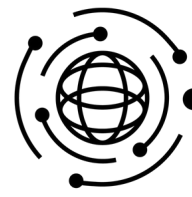
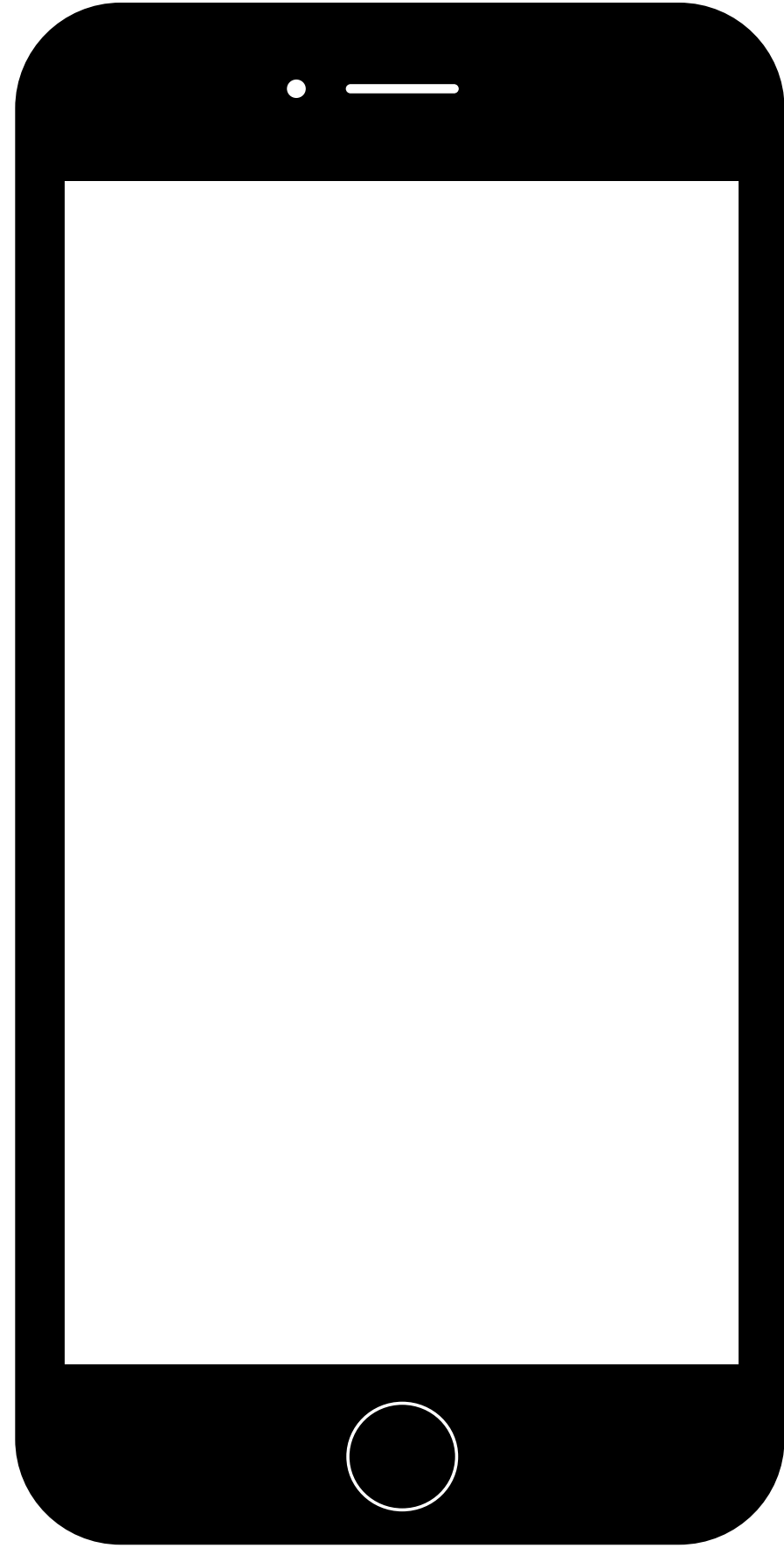
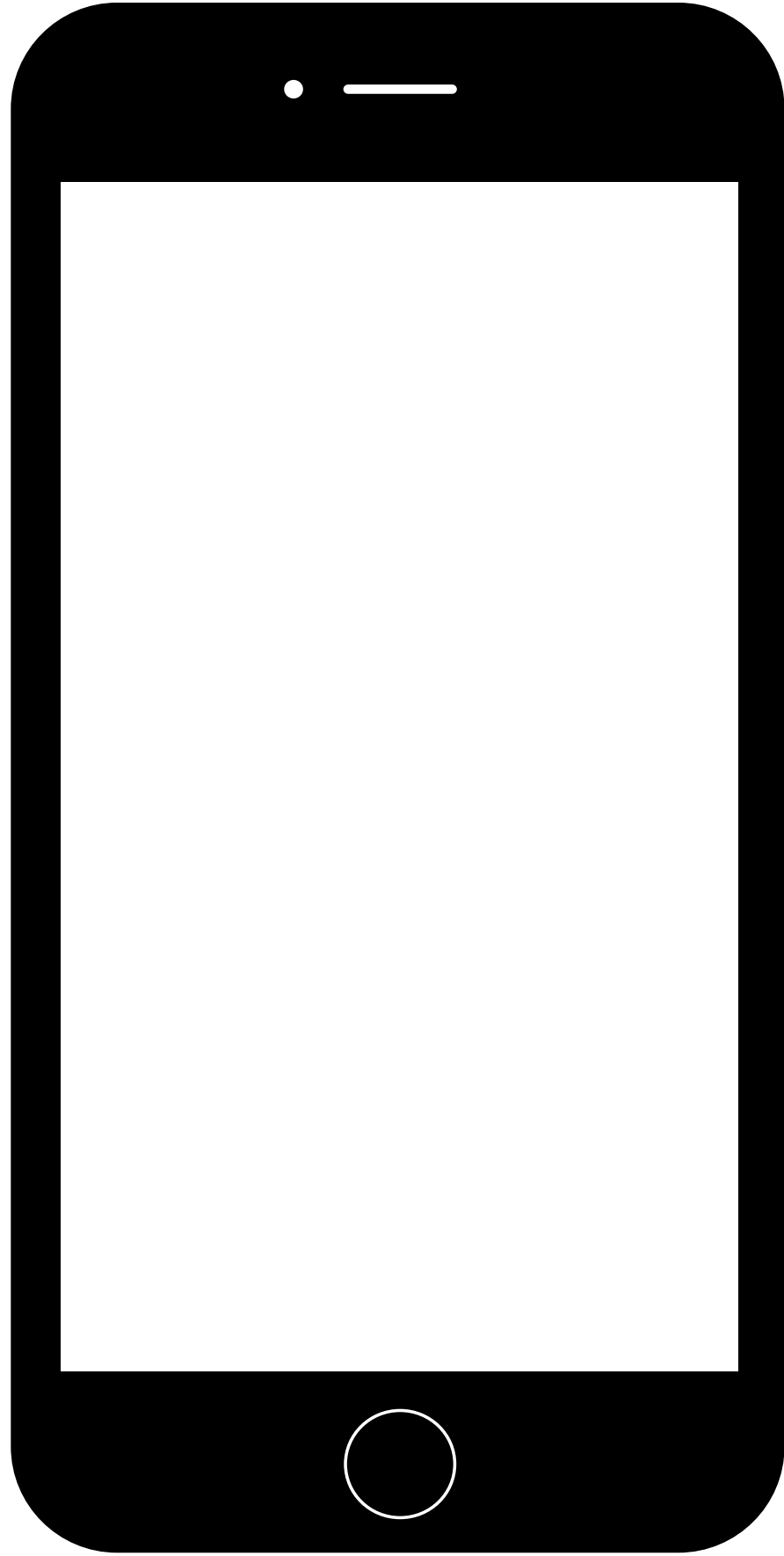
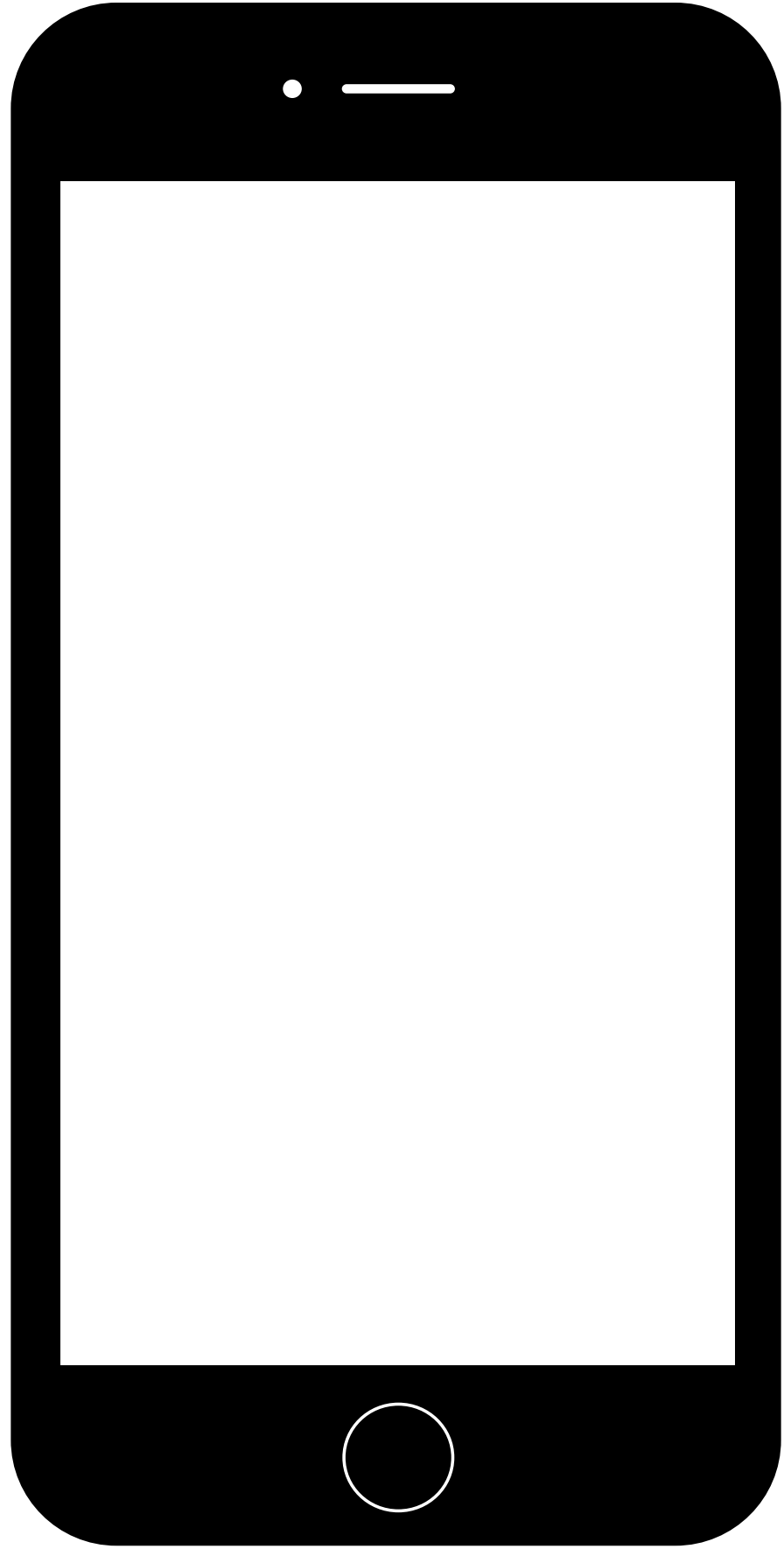


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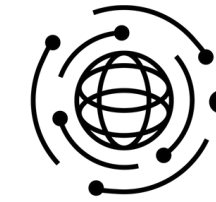
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KEY MESSAGES:

WHAT IS YOUR HEADLINE MESSAGE? WHAT ELSE DO YOU NEED TO SAY?



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CAMPAIGN IDEA:

HOW WILL YOUR CAMPAIGN GRAB THE ATTENTION OF YOUR AUDIENCE? WHAT DO YOU NEED TO DO TO KEEP THEM INTERESTED? WHAT ACTION DO YOU WANT THEM TO TAKE?

EASY:

IS YOUR CAMPAIGN EASY TO UNDERSTAND? IS IT CLEAR WHY IT EXISTS AND WHAT YOU ARE ASKING YOUR AUDIENCE TO DO?

ATTRACTIVE:

WHAT IMAGERY ARE YOU GOING TO USE? WILL IT BE IMAGE OR VIDEO LED?

TIMELY:

WHEN WILL YOU PUBLISH THE MESSAGE? IS THERE A TIME OF WEEK/MONTH/YEAR? WHERE DO YOU WANT PEOPLE TO SEE IT?

SOCIAL:

HOW WILL YOU AMPLIFY YOUR MESSAGE? COULD IT GO VIRAL? HOW DO YOU GET PEOPLE TO LIKE AND SHARE? ARE THERE ANY INFLUENCERS THAT COULD HELP PROMOTE?

