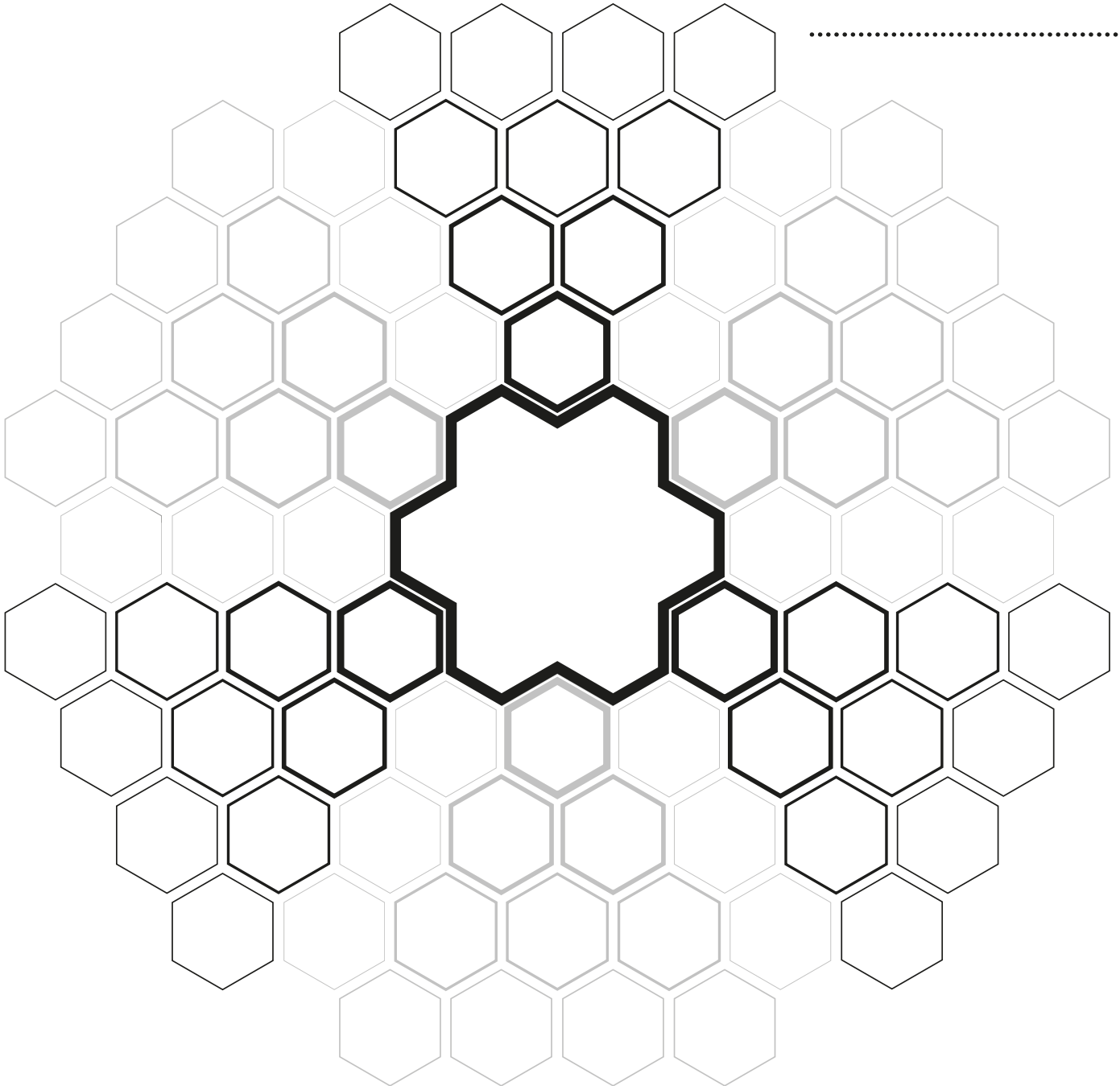


COMMERCIAL GOAL

What is the commercial direction would you like to take your brand in?

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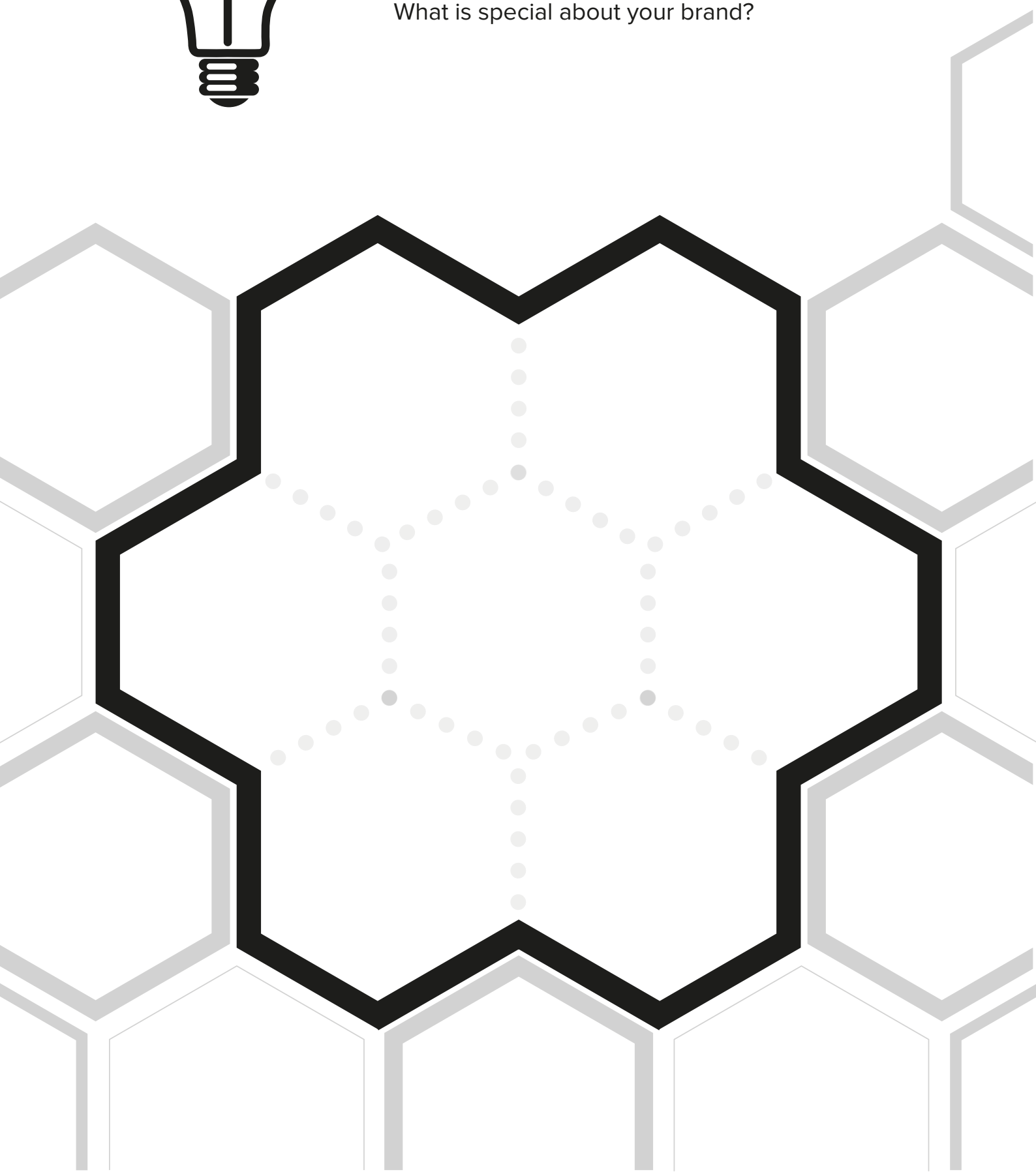
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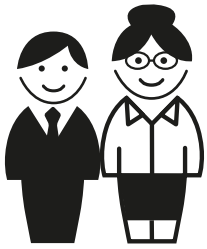
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BIG IDEA

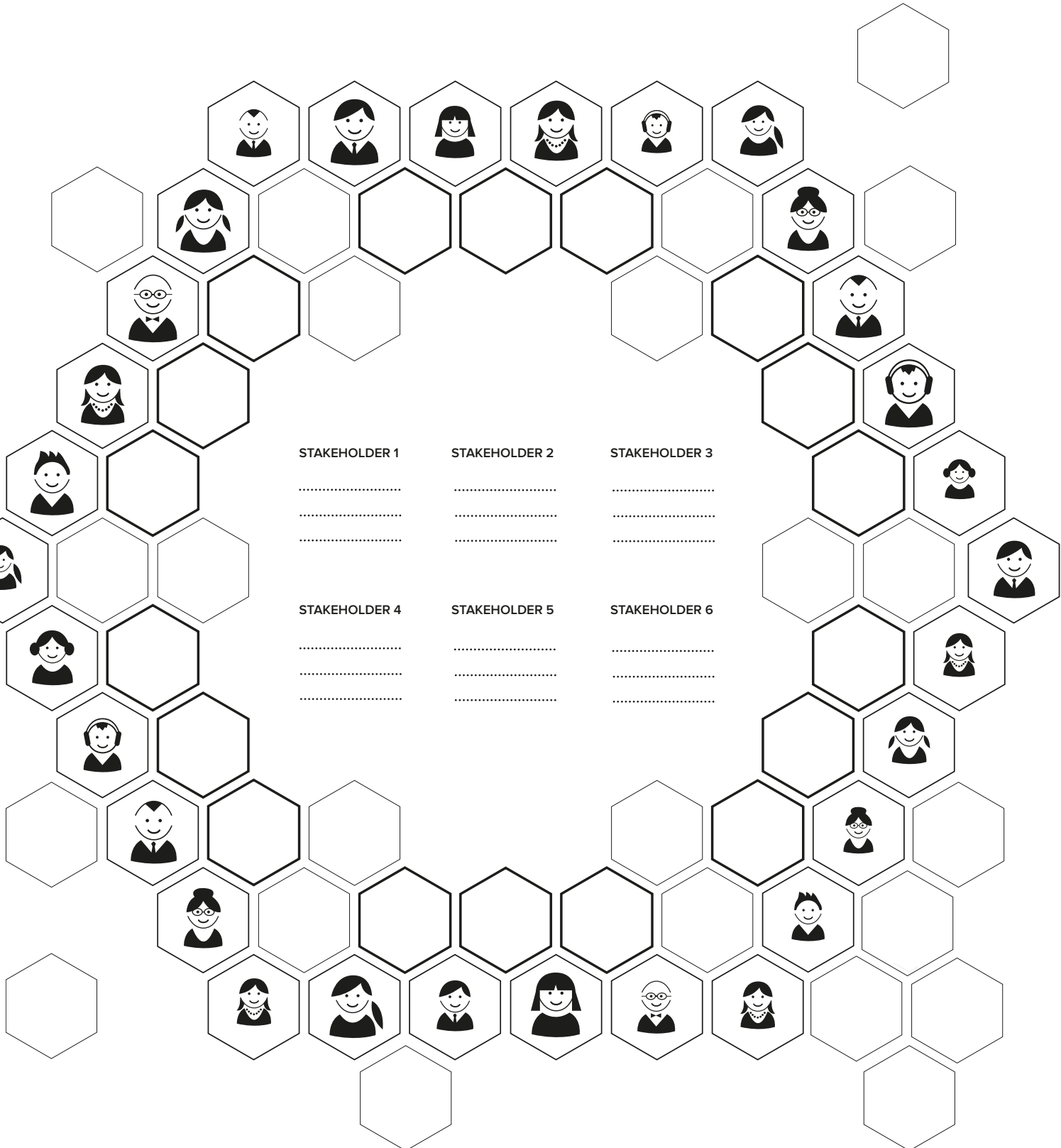
What is special about your brand?





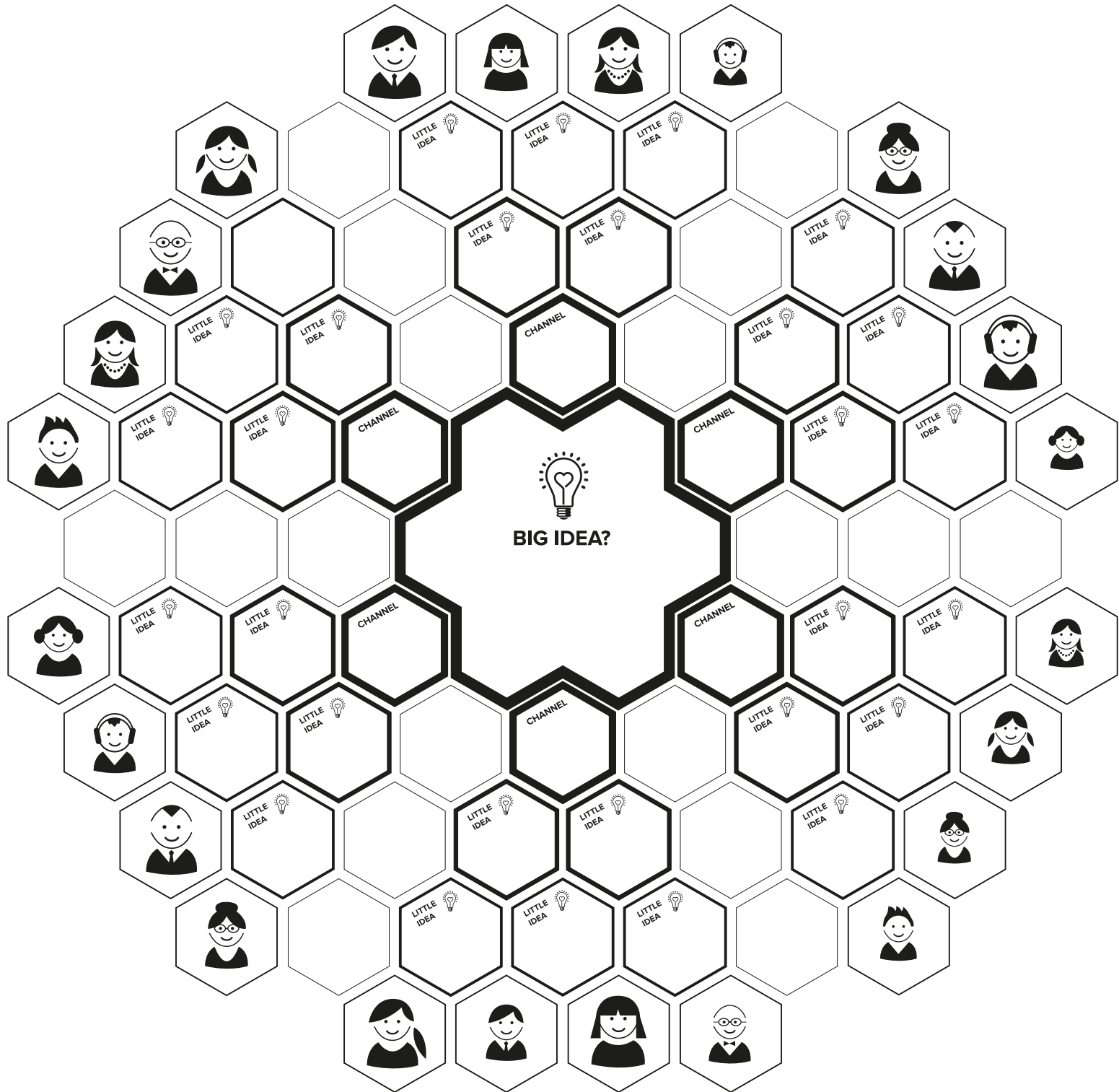
PEOPLE & RELATIONSHIPS

What people do you need to attract or bring closer to achieve your commercial goal?



YOUR BRAND² 'PLANNING MAP'

.....
.....
.....



STAKEHOLDER 1

STAKEHOLDER 2

STAKEHOLDER 3

STAKEHOLDER 4

STAKEHOLDER 5

STAKEHOLDER 6

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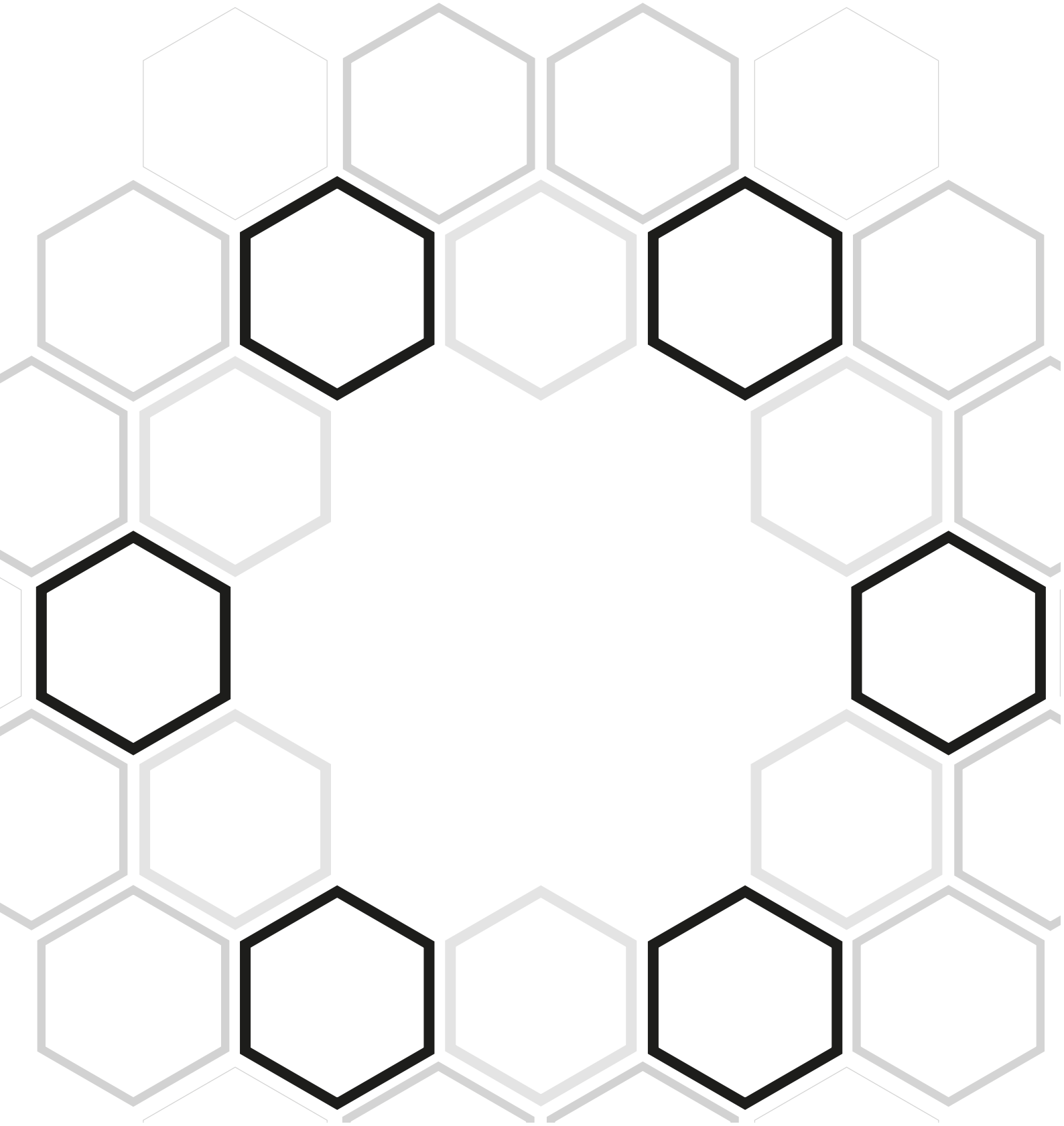
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CHANNELS



Which channels do you need to use to build a communication bridge between your brand and the people you want to attract/strengthen ties with?





LITTLE IDEAS

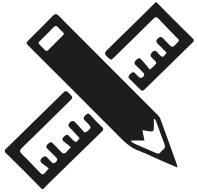
How can you tell your story?

The form consists of a 3x6 grid of hexagonal cells. The following cells are highlighted with thick black borders:

- Row 1, Column 2
- Row 1, Column 3
- Row 2, Column 1
- Row 2, Column 4
- Row 3, Column 1
- Row 3, Column 5

Lightbulb icons with hearts inside are connected to the corners of these highlighted cells by dashed lines:

- Top-right corner of Row 1, Column 3
- Top-left corner of Row 2, Column 1
- Bottom-left corner of Row 2, Column 4
- Bottom-right corner of Row 2, Column 4
- Bottom-left corner of Row 3, Column 1
- Bottom-right corner of Row 3, Column 5



MEASUREMENT

How will we measure your activities?

Effectiveness of the actions is defined by how well all of the various elements join up.

