Brand or topic.....

Info (background, competitor, market share, SWOT)

Background.....

Competitor.....

Market share.....

SWOT

- (S).....
- (W).....
- (O).....
- (T).....

Target

Demographic

- .....
- .....
- .....

Psychographic

- .....
- .....
- .....

Communication Object

- .....
- .....

What to communicate (key message)

.....

Support

- .....
- .....

Desired response

- .....
- .....

Mandatory (preference, reference, etc.)

- .....

Required material

- .....
- .....
- .....
- .....