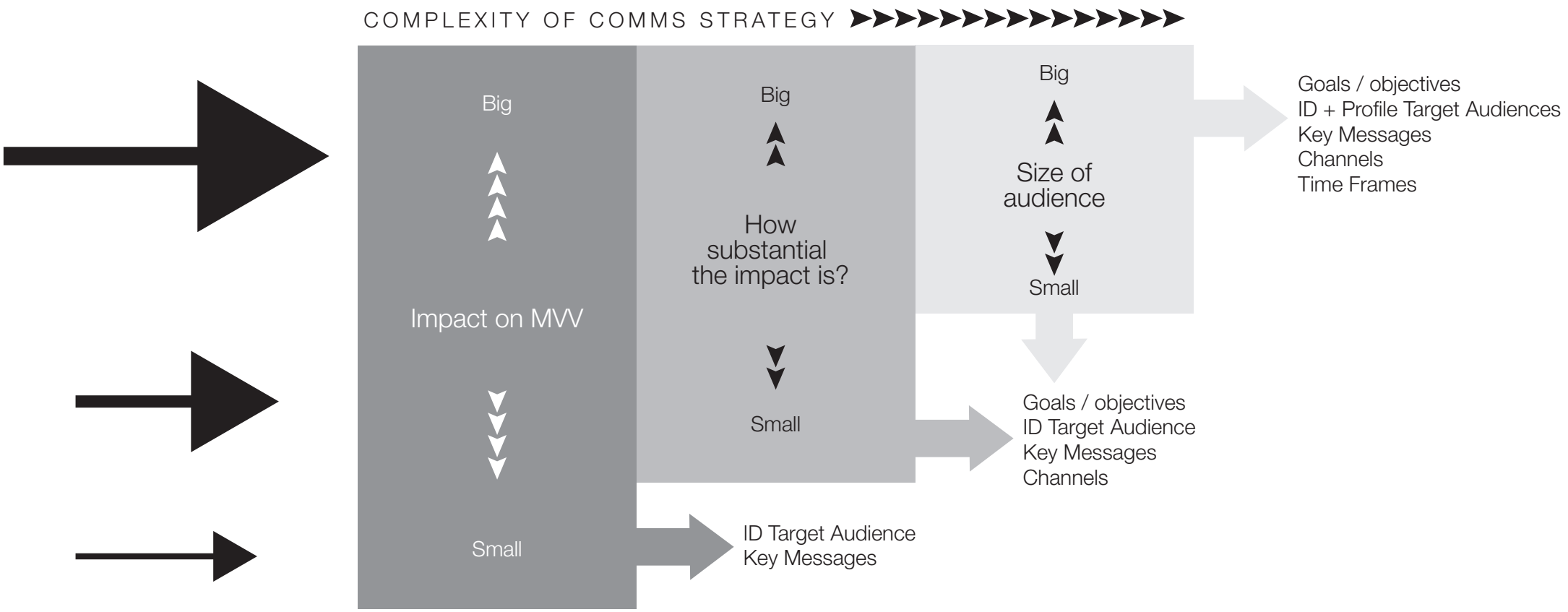
COMPLEXITY OF COMMS STRATEGY
Big
Impact on MVV
Small
Big
How substantial the impact is?
Small
Big
Size of audience
Small
Goals / objectives
ID + Profile Target Audiences
Key Messages
Channels
Time Frames
Goals / objectives
ID Target Audience
Key Messages
Channels
ID Target Audience
Key Messages