

# MARKETING COMMUNICATION PLANNER

1. Describe your **target**: \_\_\_\_\_

\_\_\_\_\_

2. Describe the **need**: \_\_\_\_\_

\_\_\_\_\_

3. Choose the **vehicle** and explain your choice: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Describe your strategy to **capture attention**: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Describe your strategy to **maintain attention**: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Describe the **thoughts** you intend to stimulate: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Describe the **emotions** you intend to stimulate: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. Describe the **action** you intend to motivate: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

