

Communication Strategy Statement

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| Brand Idea | |
| • <u>Convince</u> (<i>Target</i>): | |
| - Demographics | |
| - Psychographics | |
| - Patient-Condition | |
| - Current Usage & Dissatisfactions | |
| <u>To</u> (<i>Communication Behavior Objective</i>): | |
| <u>That</u> (<i>Key Thought - Benefit/Belief</i>): | |
| <u>Because</u> (<i>Reasons-To- Believe</i>): | |