

# COMMUNICATION PLANNER

Project: \_\_\_\_\_

Target Market: \_\_\_\_\_

In this communication,

## WHAT DO WE WANT OUR TARGET TO:

Know about us?

Think about us?

Feel about us?

Do? (as a result of this communication)

To DO what we're asking,

## WHAT DOES OUR TARGET NEED TO:

Know about us?

Think about us?

Feel about us?

**Sonnier** marketing  
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