



PROGRAM NAME:
PROGRAM GOALS/METRICS: 1.
2.
3.

APPLICANT:

TACTICS
INVESTMENT

WHO?:

WHAT?:

WHERE?:

WHEN?:

APPLICANT:

GAPP:

OTHER:

Desired
COMMUNICATIONS OUTCOMES
Program
COMMUNICATIONS
Post Program
ANALYTICS

AUDIENCE/PRIORITY
MESSAGING:

VOLUMES/LIFTS/
INFLUENCER REACH:

CHANNEL/SPACE/EVENT:

TREND DRIVER:

DURING PROGRAM:

AFTER PROGRAM CONCLUSION:

SUCCESS AGAINST DEFINED METRICS:

CONSUMER/INFLUENCER FEEDBACK:

KEY PROGRAM LEARNINGS: