

Objectives and context

How will we know that we have succeeded?

(After a month? After one year?)

Why is it important?

(How does it fit our strategy?)

What are our objectives?

(Business problem, need, opportunity...)

1. Business and product objectives

2. Campaign objectives

What enables us?

(Our brand, our new strategy, competencies, resources, new legislation, previous project, specific conditions, new trends...)

What restricts us?

(Budget, Schedule, Organisation, Legal, Competition...)