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| **Key Segment** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| How do we “Embrace a Giant Spirit”? |  |  |  |
| Destination / Regional Messaging |
| Our Strategic Core Message |
| Focused & Planned Approach |
| Tactical Action Steps |
| Budget / Funding |

**COMPELLING COMMUNICATIONS- Powerful Messaging**

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| **Key Segment**  **COMPELLING COMMUNICATIONS- Powerful- Example Messaging** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| How do we “Embrace a Giant Spirit”? |  | Think of experience offerings, not products​  Review all branding​  Use images/ video/ fonts to tie in |  |
| Destination / Regional Messaging |  | Review all local/ regional messaging – do we fit in?​  Collaborate better on the messaging? |  |
| Our Strategic Core Message |  | How do you WANT to be perceived?​  What is our USP? What do we do best?​  Are we unique? What do we do differently? ​  How can we communicate it better? |  |
| Focused & Planned Approach |  | What platforms, media, tone, frequency suit our core segment?​  Do we have a plan mapped out? |  |
| Tactical Action Steps |  | Small steps towards a big goal!  Put timelines & responsibilities against each​  Review and adapt |  |
| Budget / Funding |  | What are the priorities in terms of spend?​  What funds/ grants are available? |  |

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