

Messaging template – user notes

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Customer Need	<i>What is the pain or opportunity for the customer?</i>		
Competitive Advantage	<i>In the context of the customer need, what do we do better than the competition?</i>		
Belief change desired	<i>What change in the customer's beliefs do we want to achieve? (e.g. awareness, knowledge, preference)</i>		
Behaviour change desired	<i>What change in the customer's behaviour do we need to achieve? (e.g. visit, trial, repeat purchase, loyalty)</i>		
Message to be received	<i>To achieve the belief and/or behaviour change, what does the customer need to understand from our communication?</i>		
Message to send	<i>What do we need to say to effectively communicate this message?</i>		