

The ABCDE Communication Model Grid (for _____ campaign)	
Audience	
Audience Insight	
Behavioral Objectives	
Content	
<ul style="list-style-type: none"> • Benefit 	
<ul style="list-style-type: none"> • Reason to Believe 	
<ul style="list-style-type: none"> • Tone/Character 	
Delivery – Media	
Delivery – Message	
<ul style="list-style-type: none"> • On Brand 	
<ul style="list-style-type: none"> • Recognizable 	
<ul style="list-style-type: none"> • Simple 	
<ul style="list-style-type: none"> • Attention Grabbing 	
Evaluation	