

Box 2.1: The ABCDE Communication Model Grid (with definitions)

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Audience	Who you are trying to persuade (defined by demographics, behavior, attitudes, psychographics, etc.)?
Audience Insight	Based on consumer research and analysis, what do you already know about your target audience that will be helpful in creating a persuasive communication campaign?
Behavioral Objectives	What exactly do you want your target audience to do based on this communication campaign?
Content	
<ul style="list-style-type: none"> • Benefit 	What are you promising your target audience will get in return for the behavior you are advocating? Bottom-line, what's in it for them (especially from an emotional POV)?
<ul style="list-style-type: none"> • Reason to Believe 	Why should the target audience believe you can deliver the benefit you have promised them (i.e. endorsement, mechanism of action, ingredients, product/service attributes, etc.)?
<ul style="list-style-type: none"> • Tone/Character 	What is the personality, attitude and look/feel of your message (expressed in three words or less)?
Delivery – Media	Which online and offline media channels are you going to use to get your message out (i.e. Facebook ads, YouTube videos, print ads, PR campaign, TV commercials, etc.)
Delivery – Message	What's the overall message you are going to be delivering to your target audience?
<ul style="list-style-type: none"> • On Brand 	How does this communication campaign tie into and leverage your overall brand image?
<ul style="list-style-type: none"> • Recognizable 	What is in this campaign that will make it easy for your target audience to quickly identify it with your brand?

<ul style="list-style-type: none">• Simple	Is your overall message clear and simple enough that the target audience will be able to understand it quickly and easily?
<ul style="list-style-type: none">• Attention Grabbing	What will be included in your communication campaign that will get the attention of your target audience?
Evaluation	What metrics are you going to use to evaluate the overall success of this communication campaign? Over what time period?