

Communication Strategy Framework

Attachment Two

BRAND

Reason - a Sustainable Region
Region - Greater Wellington
Role - Council - Take Ten

Objective - raising awareness

SOCIAL MARKETING CAMPAIGN

Marketing the Take Ten to individuals and communities.

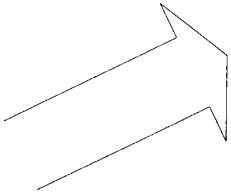
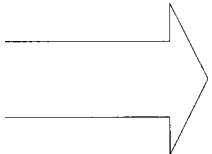
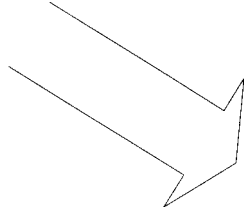
Objectives - behaviour and attitude change

COMMUNICATION

Supporting the brand, Take Ten / social marketing programme and divisions.

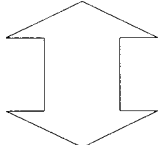
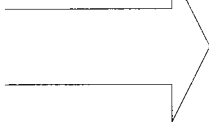
Messages and themes flow from brand and Take Ten.

Objectives - awareness, information provision, attitude change



Communication Strategy

Framework and Outcomes
Policies and Principles
Channels and Tools
Audiences and Stakeholders



Divisional Communication Plans

Support Brand and Marketing and address divisional issues at an operational level.

Supporting our contribution to achieving a Sustainable Region