



# CHANNEL DIAL

**STEP 1:** Choose your focus, Commercial or Cultural

COMMERCIAL

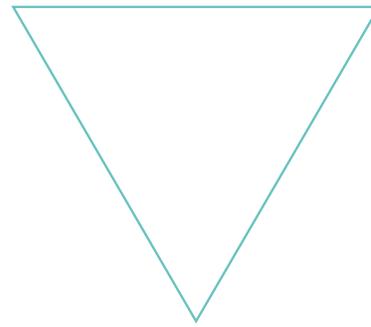
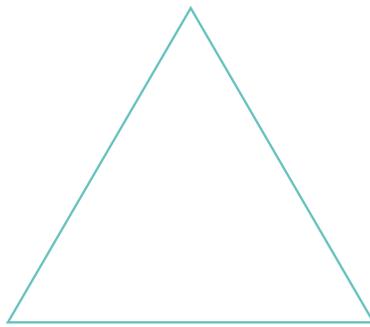
CULTURAL

**STEP 2:** Choose your priority order for the 3 key drivers of each

AWARENESS

PURPOSE

INFLUENCE



VALUE

SALES

LEGACY

**STEP 3:** Prioritise the Six Channels to Market using the Channel Dial algorithm

