



CHANNEL DIAL

STEP 1: Choose your focus, Commercial or Cultural

COMMERCIAL

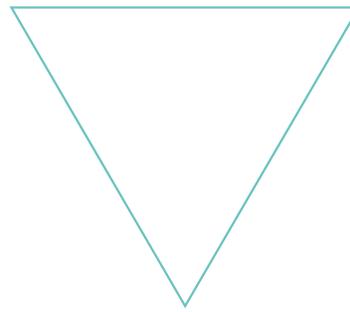
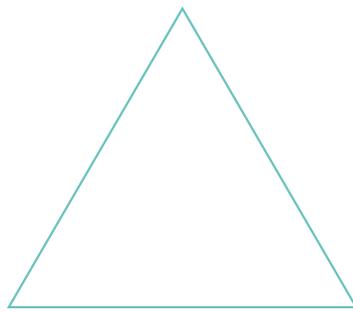
CULTURAL

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

AWARENESS

PURPOSE

INFLUENCE

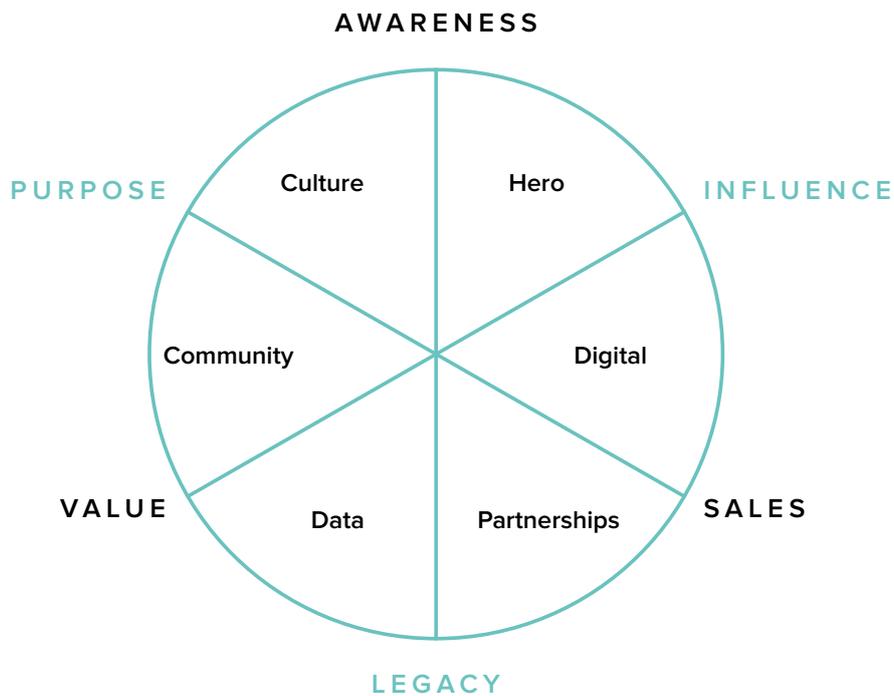


VALUE

SALES

LEGACY

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





CHANNEL DIAL

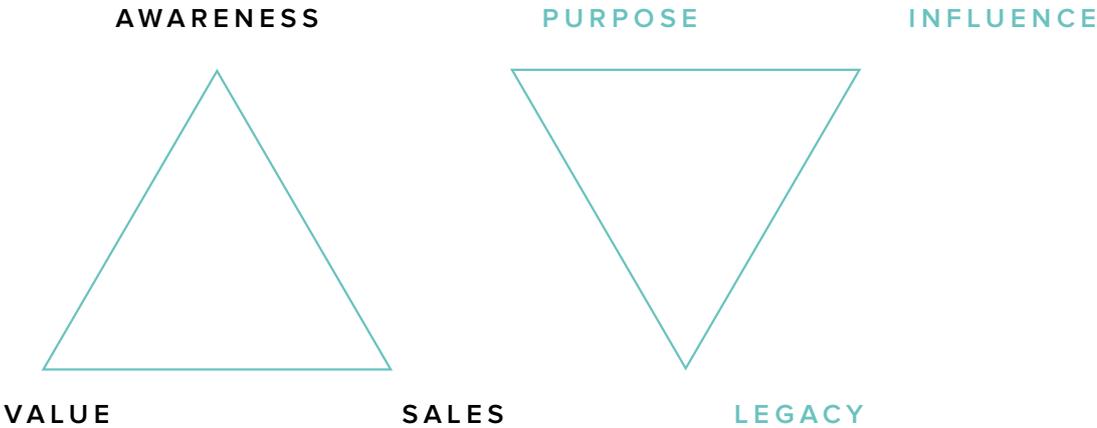
EXAMPLE

STEP 1: Choose your focus, Commercial or Cultural

COMMERCIAL

CULTURAL

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



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

