

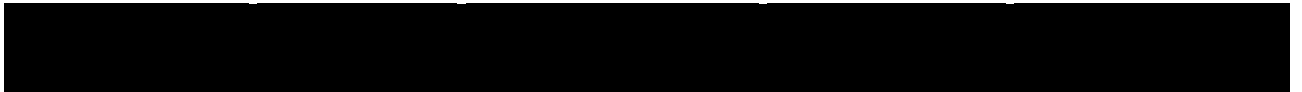
GUIDING PRINCIPLES

Understand your audiences

Prioritising your audiences

Reaching your key audiences

Example audience/messaging grid





Further resources
