

Campaign Name:

Primary Audience:

Goal:

Step 5: Campaign Objectives	Step 6: Select...		Step 7: Combine and Sequence																			
Audience Objectives	Channels	Vehicles																				
Individual Level •																						
•																						
•																						
Network Level •																						
•																						
•																						
Organizational Level •																						
•																						
•																						
Societal Level •																						
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