

## Bangladesh Center for Communication Programs (BCCP)

### 7Cs in Strategic Communication (Attachment B)

<b>Command Attention</b> (Is the quality of the material (photograph, picture quality, font, color sound, light, voice, music, etc. up to the mark? Does it attract people's attention?)
<b>Clarify the Message</b> (Is the message clear? Is the material easy to read and understand?)
<b>Communicate a Benefit</b> (Does the message contain any benefit for the audience?)
<b>Cater to the Heart and Head</b> (Does the message/material convey any emotional value?)
<b>Create Trust</b> (Is the message/material believable and can create trust among the audience?)
<b>Call to Action</b> (Does the message/material clearly convey what the audience needs to do?)
<b>Consistency Counts</b> (Repeat same message to help them remember)