

## Worksheet 5.2: Summary Message Brief



1. <b>The key issue or fact</b> that we want our messages to address	
2. <b>The promise</b> , or the single most important benefit that we want our messages to deliver	
3. <b>The support</b> , or the reasons to believe the promise	
4. <b>The competition for the message</b>	
5. <b>The statement of the ultimate and lasting impression</b> that the audience ideally will have after hearing or seeing the message	
6. <b>The desired user profile</b> —how the intended audience perceives someone who uses the product or service being promoted	
7. <b>The key message points</b> that will be included in all communication delivered by the partners* implementing the strategy	

\* Medical staff, counselors, pharmacy staff, community-based partners, advertising agency, etc.