Plan objectives

- Codify messaging
- Outline tactics to engage and educate audiences
- Set process for sharing our own sampling results
Audiences

• Customer communities/general public

• Metrogro customers

• Media
Message mapping approach

Key question

Key Message #1

Supporting Fact #1

Supporting Fact #2

Supporting Fact #3

Key Message #2

Supporting Fact #1

Supporting Fact #2

Supporting Fact #3

Key Message #3

Supporting Fact #1

Supporting Fact #2

Supporting Fact #3
Tactics: Push, Pull & Interactive
Challenges
Adaptability
Questions?