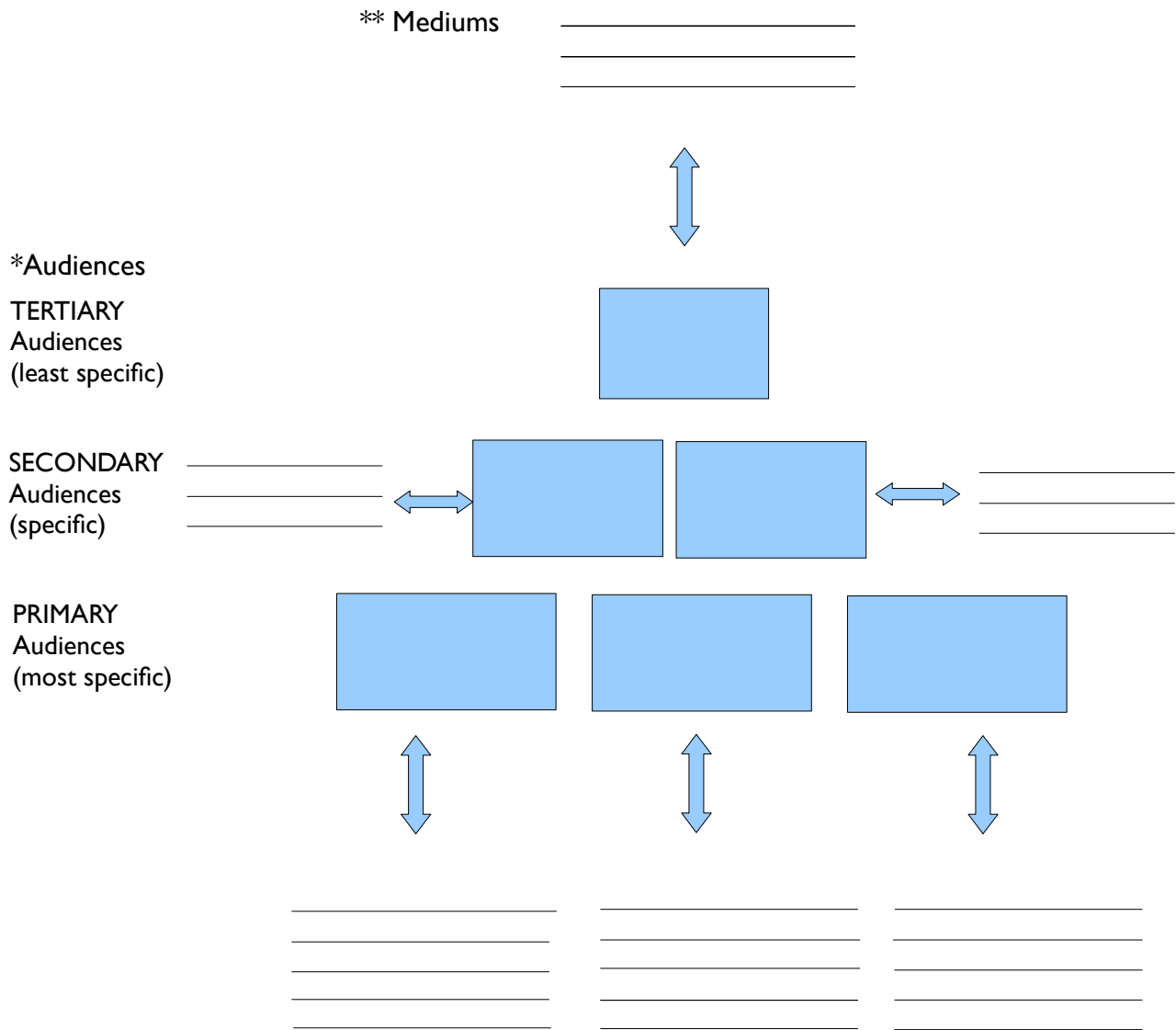


AUDIENCE PRIORITIZATION* AND MEDIUM IDENTIFICATION** BOTTOM-UP PYRAMID



*Audiences – Who do you need to reach to meet your goals?

** Mediums – What or who do they read, watch and listen to?