

CONNECTION MOMENT CHECKLIST



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE

NOTES

☐ **MEANINGFUL**

Can you recognise the Audience's real life in the Connection Moment?

☐ **ENDURING**

Is it more than an observation and has a sustainable truth?

☐ **EFFECTIVE**

Are we connecting in a place which will help unlock the Job to be Done?

☐ **TRUE**

Can the Brand engage distinctively in this Connection Moment?

