



**TOUCH POINT:**

	CHECK ONE	NOTES
Audience		
Silent		
Boomer		
Gen-X		
Millennials		
Gen-Z		
Alpha		
Purpose		
Brand Awareness		
Instill Confidence		
Persuade Purchase		
Reinforce Trust		
Energize Community		
Journey point		
ZMOT		
FMOT		
SMOT		
UMOT		
Currency		
Money		
Time		
Experience		
Social Capital		
Brand Chemistry Elements		



**WE WILL INVEST** \_\_\_\_\_

Budget: money, time, resources

**TO CREATE** \_\_\_\_\_

Quantity + Touch Point

**FOR** \_\_\_\_\_

Audience

**INTENDED TO** \_\_\_\_\_

Purpose

**DURING THE** \_\_\_\_\_

Journey Point

**USING** \_\_\_\_\_

Brand Chemistry Element, Special Techniques

**WE EXPECT PEOPLE TO SPEND** \_\_\_\_\_

Currency: Money, Time, Energy, Social Capital



**WE INVESTED** \_\_\_\_\_  
Budget: money, time, resources

**TO CREATE** \_\_\_\_\_  
Quantity + Touch Point

**FOR** \_\_\_\_\_  
Audience

**INTENDED TO** \_\_\_\_\_  
Purpose

**DURING THE** \_\_\_\_\_  
Journey Point

**USING** \_\_\_\_\_  
Brand Chemistry Element, Special Techniques

**PEOPLE SPENT** \_\_\_\_\_  
Currency: Money, Time, Energy, Social Capital

**RESULTING IN** \_\_\_\_\_  
Ex. Revenue, Market Share, Units sold, Impressions, etc.

**WE LEARNED** \_\_\_\_\_

**NEXT TIME WE WILL** \_\_\_\_\_