

What do we want people to know, feel and do?

Fill in each circle using the prompts to build your Know, Feel, Do

Know

e.g. what are the central things we want the audience to take away from our campaign (maximum 3).

Know

Feel

e.g. what emotions do we want to evoke in people through the campaign? (maximum 3).

Feel

Do

e.g. what are the actions we people to take as a result of our campaign? (maximum 3).

Do

