

MIX MAPPER™ — WHERE DO WE PLAY TO WIN, AND HOW DO WE PLAY TO WIN?

Strategic Imperative	Communication Strategy	Define your MIX. Select each category for your AREA 23 team to build tactics within.				
		Communications	Experiences	Solutions/Innovations	Conversations	Entertainment
<i>Sample: Entrench BRAND as the SOC in advanced Crohn's</i>	<i>1) Make our 85% Data unforgettable. 2) Leverage early adopter success stories</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes