| **Example 1**  **Business name:** | **Example 2**  **Business name:** |
| --- | --- |
| **Brief outline of each marketing communication** | |
|  |  |
| **Description of communications methods used within each marketing communication** | |
| Verbal | Verbal |
| Non-verbal | Non-verbal |
| Visual | Visual |
| **Description of message content delivered by the communication methods** | |
| Unique selling proposition | Unique selling proposition |
| Customer value proposition | Customer value proposition |

| **Analysis of effectiveness of the message content delivered by the communication methods** | |
| --- | --- |
| **Example 1** | **Example 2** |