

# Communications are created for three distinct purposes:

**Identity:** who we are/how we want to be perceived (Image)

**Positioning:** what we stand for (Values)

**Marketing:** what we want from you (Action)

Effective communications can achieve one, two or all of these purposes.

There is a fleet of communications vehicles available to use for driving your communications needs.

Each has its own strengths, limitations, costs and timeliness.

vehicle	expertise needed	time needed	cost	shelf life	staff time	strengths	limitations
<b>Online</b>							
billboard website							
action website							
blogs							
social networks							
youtube							
<b>Print</b>							
brochure							
reports							
annual reports							
post cards							
posters							
billboards							
doorhangers							
bumper stickers							
apparel							
<b>Media</b>							
radio							
broadcast TV							
video							
newspapers							