trategy	
What were the business and communication or in the com	on objectives that lay behind the creative
What were the business and communication or (30 word max)	on objectives that lay behind the creative
CONTROL OF THE CONTRO	TO THE STORY OF A REAL STATE OF THE STATE OF
Describe the target audience. (30 word ma	ax)
Principle of the second of the	
A/hat was the single minded preparation?	(4E words mov)
What was the single-minded-proposition?	(15 words max)

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