



Impression Plan

	Medium or Publication			
<i>Current Impression</i>				
<i>Desired Impression</i>				
<i>Actions to take</i>	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
<i>Start date / Completion date</i>				
<i>Person Responsible</i>				
<i>Budget allocation</i>				

