

OPPORTUNITY FILTER

Is this on Brand & Purpose?

Does it take us towards one of our 3-year focus items (our ultimate destination)?

Is it profitable (e.g., time vs. money, exposure, data, relationships, content, etc.)?

Will it build or reinforce our target audience?

Who owns the content? Is it reusable in our media wheel?

Can we film it & use the video for our future promotion?

Can we make the opportunity a product?

Do they have sound distribution & a PR strategy that will help our Brand as well as theirs?