

IDEA

MESSAGE

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EXECUTION

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● **IDEA:** The one bold, unconventional thought the whole campaign hangs from.
Not a theme - a single brave statement.

● **MESSAGE:** What the idea says - the strategic angles and visible proof that carry it. The stage where bold ideas usually leak.

● **EXECUTION:** How the idea shows up - concrete channels, formats, and moves. Many are fine if each traces back to the idea.