

The Transcender System: Campaign Platform Template

CAMPAIGN AGENDA

“Game” (≤5 words)

CAMPAIGN C-MESSAGES

*Concise communications
to push the Campaign
Agenda (3 max)*

CANDIDATE POSITIONING

*Company or Brand that best
fits the Campaign Agenda*

CAMPAIGN CANDIDATE

*“Perception” to be created
for the Candidate in the
minds of stakeholders*

COMPETITOR

COUNTER-POSITIONING

*“Perception” to be created
for rivals in the minds of key
stakeholders (<5 words)*