

Marketing 6-3-5 Brainwriting

How Might We Statement: For brand building and campaign planning using this pre-filled 6-3-5 Brainwriting template.

Brainwriting Round	Idea 1	Idea 2	Idea 3
Round 1	Align brand messaging with customer persona	Track conversion rates across channels	Align brand messaging with customer persona
Round 2	Align brand messaging with customer persona	Track conversion rates across channels	Align brand messaging with customer persona
Round 3	Align brand messaging with customer persona	Track conversion rates across channels	Align brand messaging with customer persona
Round 4	Align brand messaging with customer persona	Track conversion rates across channels	Align brand messaging with customer persona
Round 5	Align brand messaging with customer persona	Track conversion rates across channels	Align brand messaging with customer persona
Round 6	Align brand messaging with customer persona	Track conversion rates across channels	Align brand messaging with customer persona