

Audience Insight Canvas

A tool to uncover emotional truths that drive meaningful messaging.

Initiative:

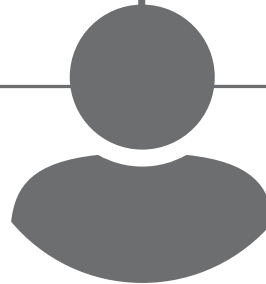
Date:



What they hope for (aspirations)



What drives them (motivations)



Critical Insight

“Inspirational quote that brings insights to life”



What's in their way
(barriers)



What makes it possible
(product benefits)



Turn insights into action with the
C+E Lab's people-first approach.

