

The PESO kit

A visual method for planning integrated communication campaigns

Break out of traditional media silos

Conceive integrated and goal-oriented comms campaigns

Involve teams in active brainstorms and get buy-in

Track progress with a visual overview

✓ 46 inspirational cards

✓ 8 blank cards

✓ Brainstorm guide

Design your communication plan visually

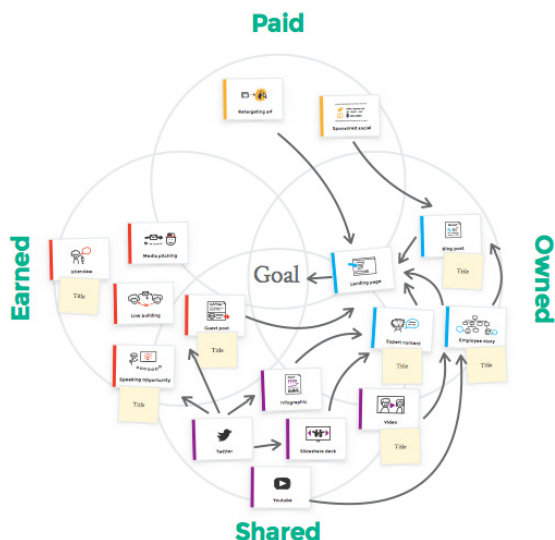
Communication plans are often lengthy documents. You're talking about multiple communication channels and many interactions going back and forth. It's pretty hard to keep all information top of mind, let alone be creative. That's why we developed a visual brainstorm method for this kind of challenges. Perfect for individual and team brainstorms about new communication plans.

So how will this peso kit help your comms team?

This kit will inspire you to plan novel communication campaigns spanning paid, earned, shared, and owned media. The visual method will give your team a clear overview of your comms plan. Once you've conceived your plan, you can turn the cards in to a visual todo list that helps make your ideas happen.

46 cards to inspire your team & keep you on track

Brainstorm PESO mix



Track progress

BACKLOG		NEXT	DOING	FEEDBACK	DONE
	Amanda				
	Fred				
	Kim				
	Alex				
	Rachel				

What you need

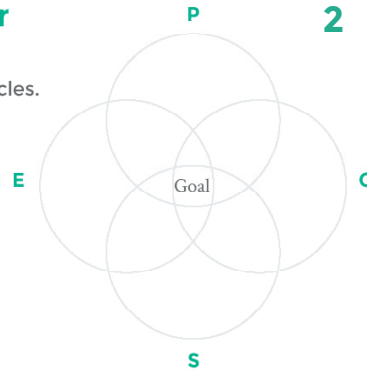
- Varied team
- Whiteboard
- Post-its
- Index cards
- PESO kit cards
- Timer



1

Prepare your whiteboard

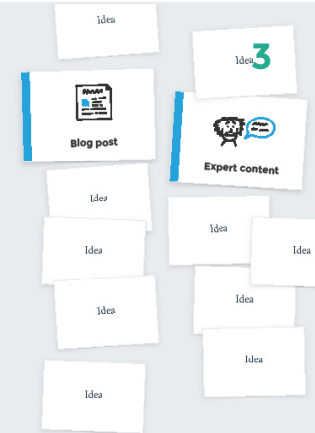
- Draw the PESO circles.
- Add your goal.



2

Brainstorm tips

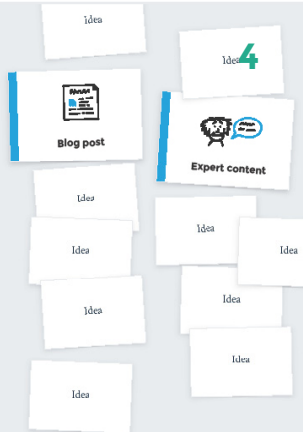
- Work separately and in silence.
- Write your ideas down on small index cards.
- One idea per card.
- Timebox idea generation to 3-10 minute sprints.
- Avoid judgement. Build on other ideas. "Yes, and.."



Start with OWNED MEDIA

It's the easiest because you have the most control there. Also, it's probably the channel closest to conversion.

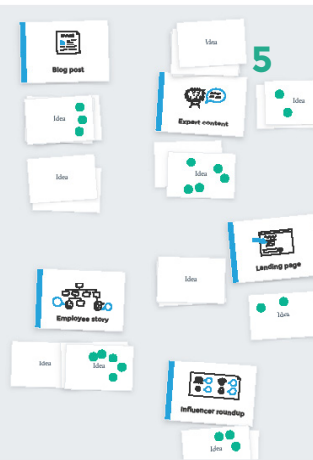
Come up with several ideas for each card.



4

Evaluate

- Group similar ideas.
- Avoid lengthy discussions.
- Vote on the ideas in silence by 'dot voting'.



5

Pick ideas

- Hang the peso cards on the whiteboard. They are magnetic.
- Add post-its with titles of the ideas where necessary.



6

Repeat

Brainstorm Earned, Shared, and Paid media



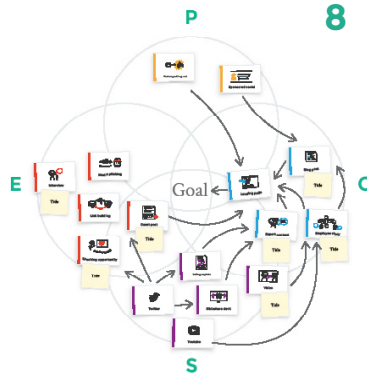
7

Connect

Draw lines between the cards to visualize links and call-to-actions

Happy with the model? Capture it.

Take pictures and get ready to turn it into a todo list.



8

Turn into a KANBAN board

BACKLOG NEXT DOING FEEDBACK DONE

BACKLOG	NEXT	DOING	FEEDBACK	DONE

9